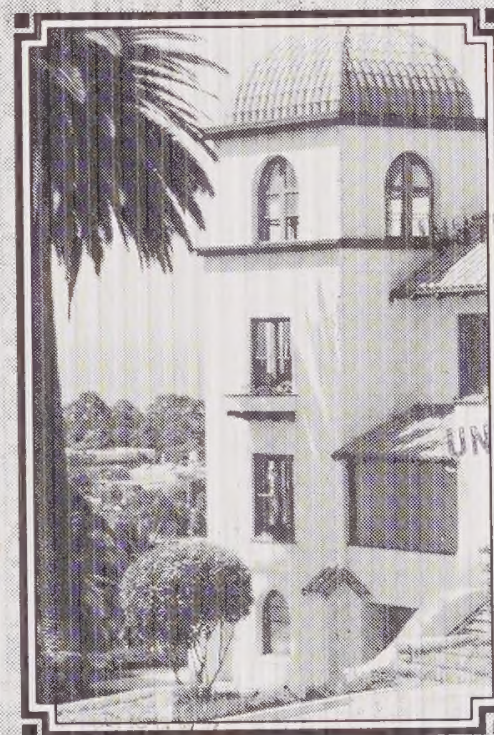
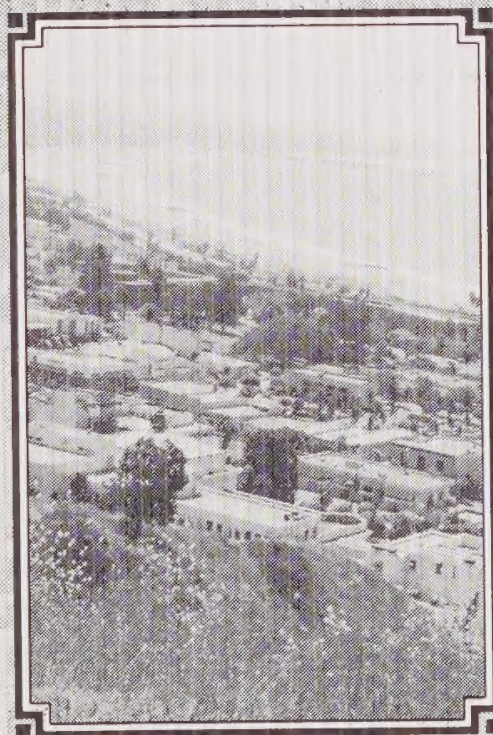


City of San Buenaventura

DOWNTOWN SPECIFIC PLAN



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*Revitalization Strategy & Land Use Policy
Circulation, Parking & Infrastructure Policies
Development Standards & Design Guidelines*

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City of San Buenaventura

DOWNTOWN SPECIFIC PLAN

*Revitalization Strategy & Land Use Policy
Circulation, Parking & Infrastructure Policies
Development Standards & Design Guidelines*

Prepared for the City of San Buenaventura
by Freedman Tung & Bottomley
Urban Design and Town Planning

In Association with:

Korve Engineering
The Planning Corporation

August 1993, as Approved by:

Planning Commission, June 8, 1993

City Council, July 12, 1993

Redevelopment Agency, July 12, 1993

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* Parentheses refer to Planning Areas of Standards and Guidelines Section:

DCA – Downtown Core Area
RA – Residential Area
AS – Architectural Style
SI – Site Improvements
S – Signs



PREFACE: A VISION FOR DOWNTOWN VENTURA

Downtown Ventura is to be a thriving and integrated district of civic, cultural, commercial, recreational, and residential activities. Occupying a dramatic site wedged between the Pacific Ocean and Coastal Hills, it stands strategically at the crossroads of the coast highway with routes to inland towns. Though regional retailing and industrial activity has dispersed and much of the city has changed over the years, Downtown Ventura's unique and historic role as the civic and community focus is to be preserved and strengthened, ties to its beachfront are to be restored, and its local and visitor serving economy enhanced. The Ventura community has committed substantial resources to the realization of a new vision for its historic center.

The Downtown is to be restored and reconfigured as the symbolic and social "Heart of the City." As a working district, it is seen as a compact cluster of commercial and residential buildings, converging on two central spines of activity – Main Street and California Street. These two public thoroughfares will feature a diverse and colorful array of shops, eateries, services and entertainment. Downtown residents, office workers, library patrons, city employees and visitors will frequent these businesses, infusing the streets with activity throughout the day and evening.

The symbol and centerpiece of the Downtown's revitalization will be California Street. The redesigned thoroughfare will repair the critical link between Main Street and the oceanfront Promenade. All "gaps" in its walls of street-fronting buildings will be filled by new mixed-use developments, resulting in a continuum of ground level activity-generating shops, services and entertainment. At its ocean end, this pedestrian boulevard will be culminated by a new recreation and tourist destination; inland, the corridor will be anchored by Main Street's revitalized shopping environment. A striking arrangement of decorative streetlamps, street trees, paving stones, benches and other furnishings will celebrate and accommodate an easy pedestrian flow from Oceanside to Downtown Core.

But Downtown's unique character will encompass more than everyday activities. Existing and new civic landmarks and public settings will be highlighted as the most prominent features of the Downtown Core district. By visually emphasizing the presence of the City's most important public buildings, the new district plan will create a setting of great local significance. A generous distribution of attractive public spaces – parks, plazas, promenades and shopping streets – will offer a variety of environments to sample in the City's most public district. Downtown will be the natural place to stage special community events – welcoming a visiting Sister City, or watching holiday parades – as well as the logical place to go to find one's friends, have a cup of coffee, buy a book or simply relax and watch the people go by.

Flanking the Downtown Core on its east and west sides will be two thriving "intown" neighborhoods. The East Side Neighborhood will be restored as an attractive neighborhood of single-family homes. It will emphasize the qualities of the best downtown neighborhoods: homes uniformly set back behind generous landscaping, front doors and stoops opening directly toward the public street spaces, and grass strips and street trees buffering sidewalks from the roadways. The West Side Neighborhood will offer a variety of housing types, as well as green residential streets. These will accommodate families, singles, and seniors, insuring a diverse resident population in the City's central district. Multi-family and single-family developments will be sensitively scaled and richly crafted buildings. They will front directly onto tree-lined streets and boulevards, creating comfortable pedestrian-scaled environments that are in keeping with the City's reputation as a pleasant place to live.

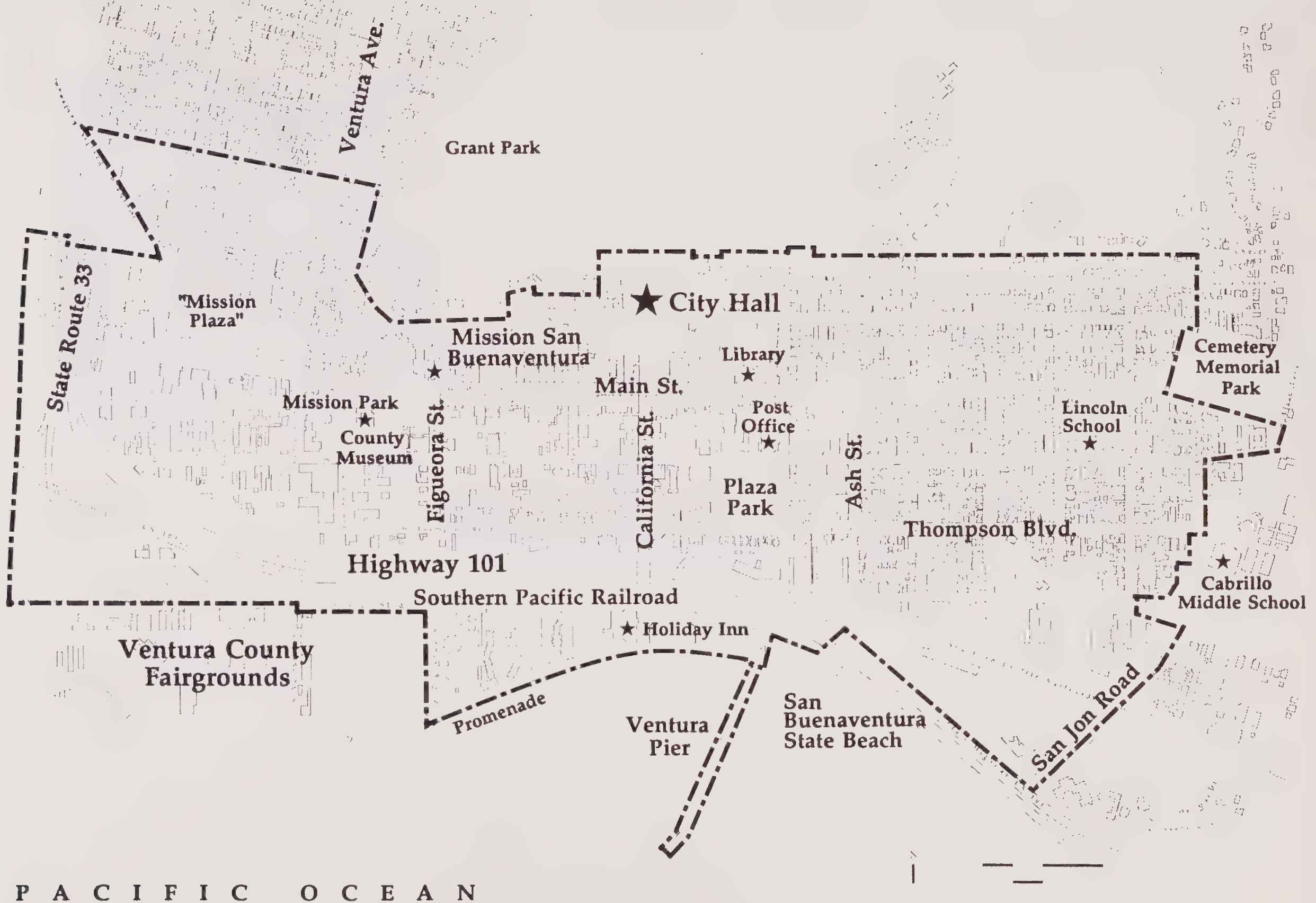
The Downtown is envisioned as a place where cars can be left and people can get anywhere within a short walk. All districts within the Downtown will be scaled to be no more than a ten-minute walk from end to end. Parking facilities within the Core will be centrally located, well marked and easy to find. Stores will be a short stroll from a plaza, square or promenade, offering comfortable seating in sun and shade. Every home will be within a five-minute walk of a public park or green.

Within the framework of the Revitalization Strategy, the Ventura community will confidently welcome new investment in its

Downtown. In recognizing the value and irreplaceability of the Downtown to Ventura's cultural heritage and social and economic well-being, the community is demanding the highest quality in new development through the plan's policies, standards and guidelines. Buildings must be well designed, and must foster the best qualities that the community has identified as essential to preserve the town's historic character. Buildings and site developments that insure the continued liveability and vitality of the Downtown and contribute to a memorable city identity will be received with enthusiasm.

Chapter I.

ORIENTATION



P A C I F I C O C E A N

DOWNTOWN VENTURA

DOWNTOWN SPECIFIC PLAN AREA

ORIENTATION

The Downtown Specific Plan Area

The Downtown Specific Plan Area is defined as the area bounded by Buena Vista Street and West Park Row Avenue on the north, Cemetery Memorial Park, Cabrillo Middle School and Sanjon Road on the East, the Pacific Ocean on the south, and State Route 33 on the west; see the "Downtown Specific Plan Area" map on the following page. It totals approximately 445 acres, including some of the City of Ventura's most notable buildings and destinations, including: City Hall, Mission San Buenaventura, Ventura Pier, and the Main Library and Post Office.

The Purpose of this Document

The Downtown Specific Plan is a comprehensive policy and regulatory document. It is to be used to coordinate public and private sector development to create an active, attractive Downtown. It provides the background information needed to remind policy-makers and others of Downtown's context and the philosophy for its revitalization. It also establishes development standards, design guidelines, and the City actions needed to realize the community's vision for Downtown.

The Specific Plan also establishes a level of quality for design and development that clarifies the public sector's expectations, and insures the private sector against inappropriate juxtapositions of types and forms of development. It allows each parcel and project



The Downtown Specific Plan Area includes some of the City's most notable buildings and destinations, such as City Hall.

to be evaluated as a "puzzle piece," playing an important partial role in the overall physical pattern desired for Downtown.

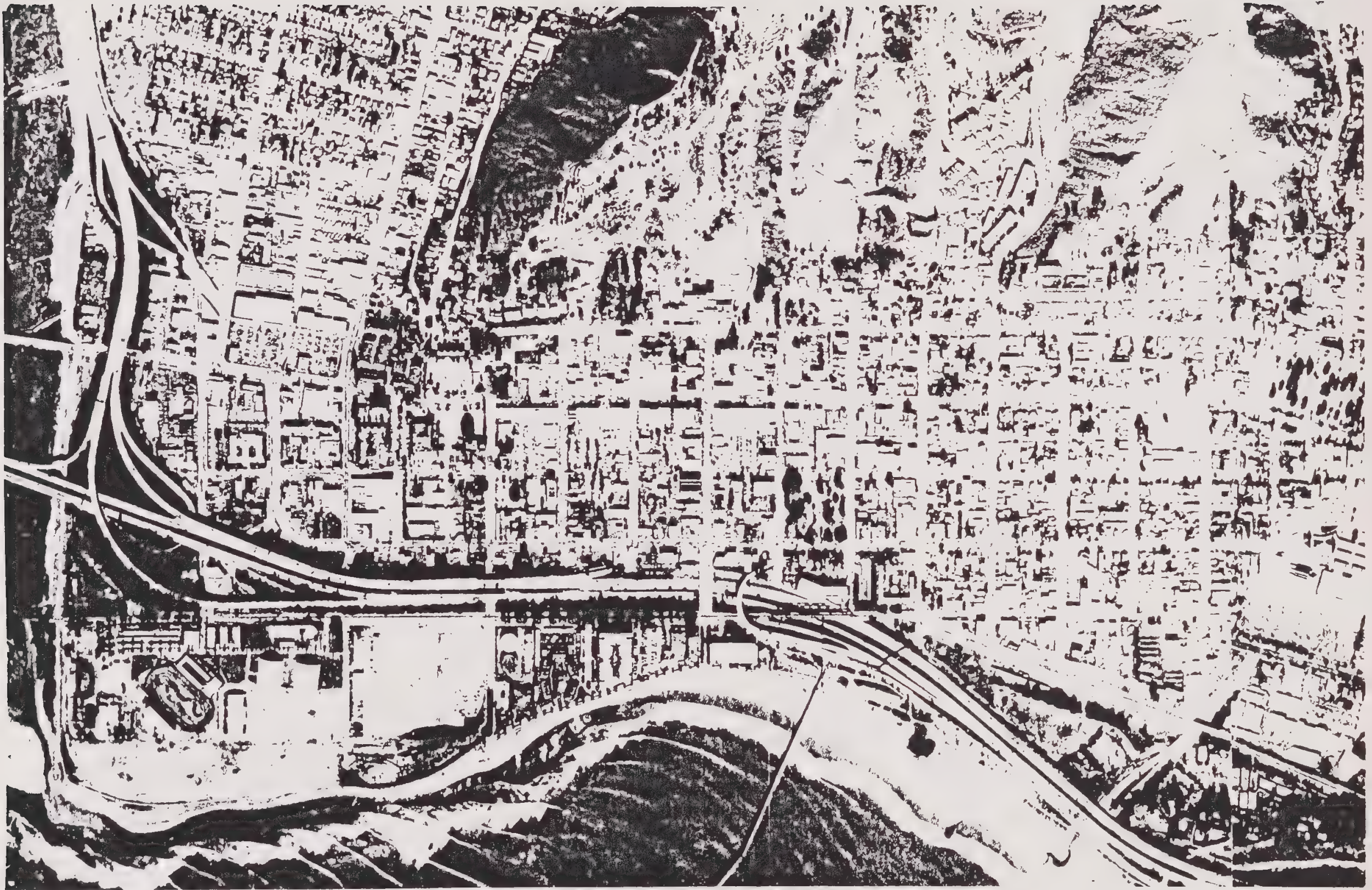
Legally, the Downtown Specific Plan is a tool for implementing the *City of San Buenaventura Comprehensive Plan*, containing the goals, objectives, and policies needed to tailor the Comprehensive Plan to fit this particular area. As adopted, the Specific Plan's regulatory policies supersede those of the Zoning Code until the Code is amended accordingly.

Finally, the Specific Plan presents the City's vision for the future of Downtown to those

outside Ventura who would consider it as a place to locate a business or a family. In this sense, the Downtown Specific Plan is as much about attracting types and forms of development that will benefit Downtown as it is about regulating them.

The Planning Process

The Downtown Specific Plan evolved through a process organized around a series of public workshops. Between workshops, the "Specific Plan Citizens Advisory Committee," comprised of Downtown mer-



DOWNTOWN VENTURA
EXISTING AERIAL VIEW

chants, property owners, and local residents met to review community input and guide the Plan's recommendations.

Five public workshops were held, beginning in December 1990. (A record of Public Workshop Comments is included in Appendix A.) The first workshop focused on defining aspects of the community's vision for a revitalized Downtown. The second and third workshops focused on developing a comprehensive revitalization and urban design strategy to achieve as many elements of the community's vision as possible, including recommendations for the form of private sector development and the role of public sector-sponsored design improvements.

The fourth workshop focused on the parking and circulation policies needed to support the revitalization strategy and urban design concept. The fifth and final workshop was dedicated to filling in the missing details of the Plan's general policies, review the "Illustrative Plan" depiction of a future form for Downtown, and setting priorities for near and long-term City actions.

Document Organization

The Specific Plan has ten chapters, summarized below. Those interested in the Plan's underlying principles should refer to Chapters I through III. Those interested in specific policies for land use, parking, circulation, conservation and infrastructure should refer to Chapters IV through VIII. Those interested in specific capital improvements, revitalization programs, City costs, or the Specific Plan's legal authority should refer to Chapter IX.

Development applicants, Planning Commissioners, City Staff, and others concerned with preparing or reviewing development plans for specific sites in the Downtown should refer to Chapter IX.

- I. *Orientation* - An overview of the Plan's purpose, the planning process, and the document's organization.
- II. *Existing Conditions* - A review of land use and development patterns, zoning designations, and development trends affecting Downtown.
- III. *Revitalization Strategy & Urban Design Concept* - A statement of goals and objectives for Downtown revitalization and a plan for its future form.
- IV. *Land Use & Urban Design Element* - General policies for development, such as use, intensity, height, specific policies for "Special Areas," and recommended public sector-sponsored urban design improvements.
- V. *Parking Element* - A survey of existing and future Downtown parking demand and supply, and Downtown parking policies.
- VI. *Circulation & Transportation Element* - Policies and improvement recommendations for streets and intersections.
- VII. *Conservation Element* - Policies designed to address the protection of the environment.
- VIII. *Utilities & Infrastructure Element* - Policies and improvement recom-

mendations related to sewer, water, and storm drainage facilities.

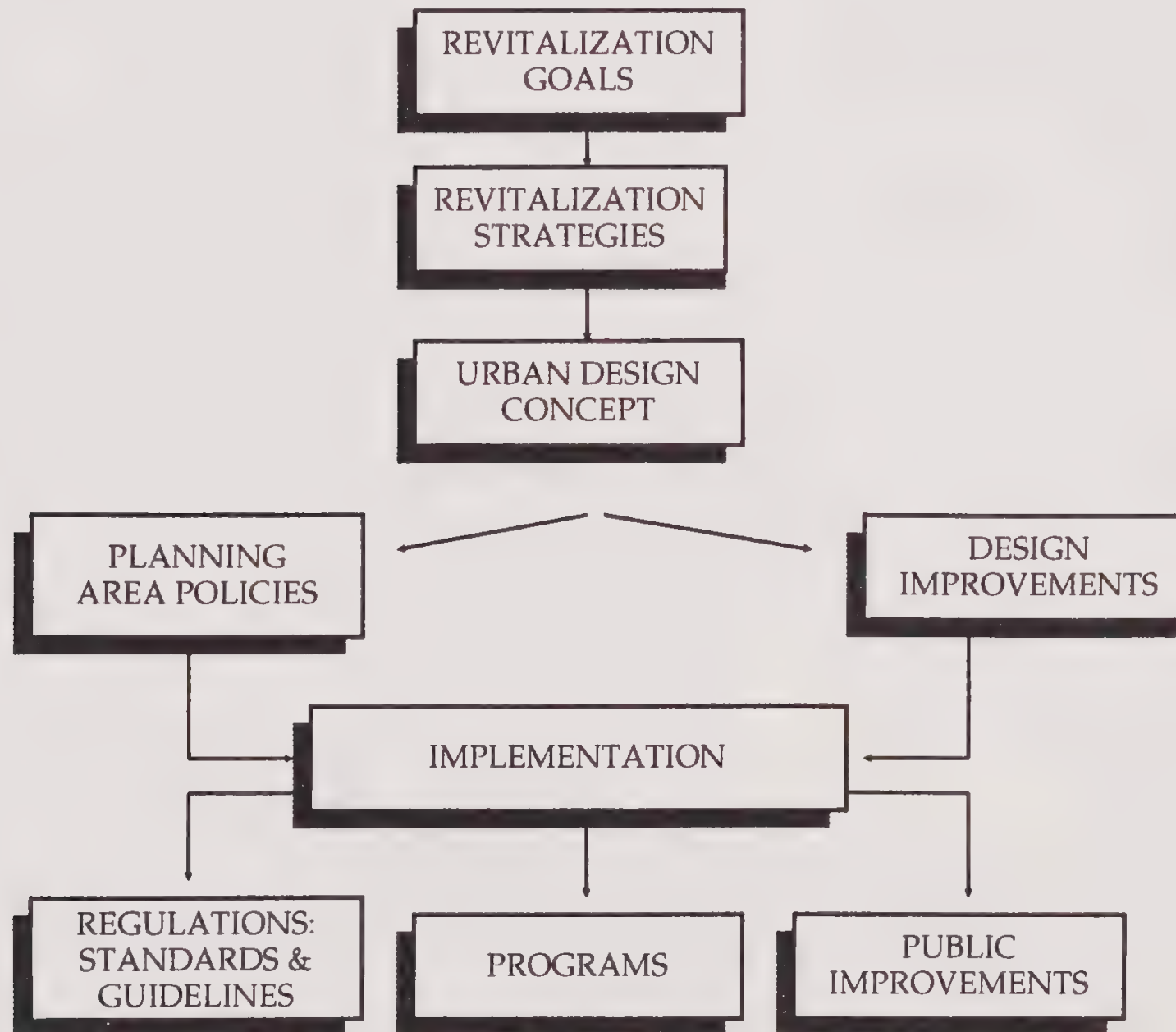
- IX. *Implementation Element* - A summary of public improvements and costs, recommendations for ongoing revitalization programs and other efforts, and a review of the Plan's relationship to the Comprehensive Plan, Zoning Code, Redevelopment Plan, and Local Coastal Program.
- X. *Development Standards & Design Guidelines* - Regulatory requirements for new development within the Downtown Specific Plan Area.

The Specific Plan's organization is such that its policies generally become more specific from one chapter to the next. The general hierarchy of the Plan's policies is illustrated in the "Plan Overview" diagram on the following page.

Plan Adoption

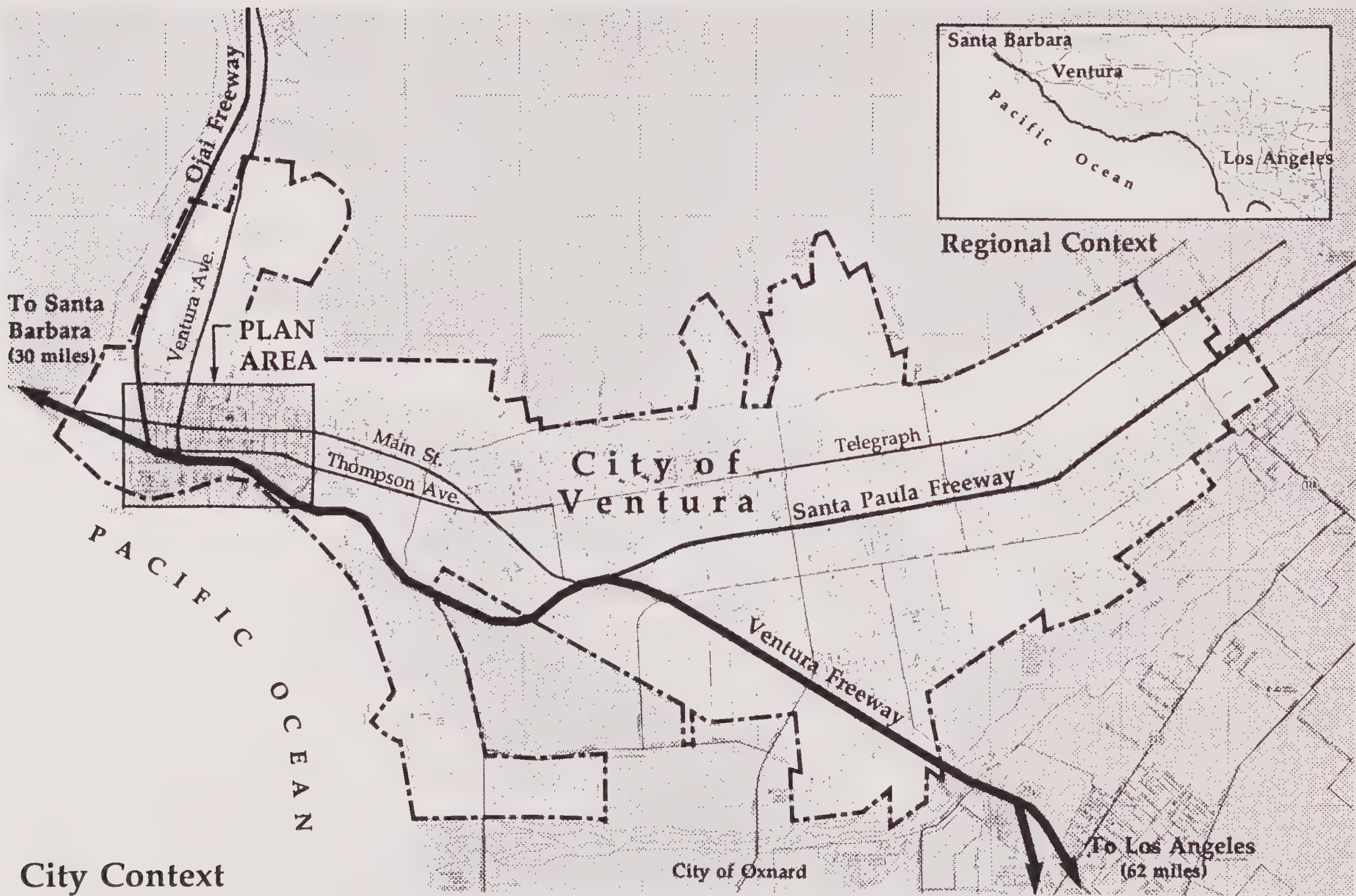
Chapters I through IX contain the Plan's basic goals, strategies, policies, and background information. These Chapters generally serve as the analytical basis of Chapter X, which is the main regulatory component of the Specific Plan. The entire Specific Plan will be adopted by resolution. Portions of Chapter X will be further incorporated into the City's Zoning Ordinance. Those provisions of the Plan not prescribing development standards will serve as policy guidance for development in the Downtown.

PLAN OVERVIEW DIAGRAM



Chapter II.

EXISTING CONDITIONS



DOWNTOWN VENTURA
LOCATION

EXISTING CONDITIONS

An inventory of existing conditions was conducted to identify Downtown Ventura's most important physical and economic characteristics. This chapter summarizes those that illustrate Downtown as it is today, the forces that have been shaping it over the years, and those that must be understood for revitalization efforts to succeed.

Geographic Context

The City of San Buenaventura (also known as Ventura) is the county seat of Ventura County. Its current population, based on the 1990 Census, is 92,575. Ventura is located on the coast approximately 30 miles south of Santa Barbara and 62 miles north of downtown Los Angeles. Ventura is bordered on the southeast by the City of Oxnard. The City has excellent access to natural features and destinations. These include the Los Padres National Forest to the north, the Pacific Ocean on the south, and the Channel Islands National Park eleven miles offshore. The Channel Islands are a major tourist attraction whose visitor center is located in Ventura Harbor.

Mission San Buenaventura was founded by the Spanish in 1782 on the site of a Chumash Indian village. The City of San Buenaventura was incorporated in 1866. Shipping and travel routes determined the location of the Mission and subsequent development of the historical center of the



Shipping and travel routes determined the location of the Mission ...



... and subsequent development of the historic center of the City.



"Urban" fabric is characterized by contiguous buildings that create a contiguous wall, defining streets as spaces.

City, the current "Downtown." It lies at the "crossroads" of old water routes: the Ventura River, connecting points inland, and the Pacific Ocean. Ventura is still at a crossroads, with highways replacing the water routes. State Route 33 parallels the Ventura River inland to Casitas Springs, Ojai, and other points along the Ventura River Valley. U.S. Route 101 parallels the Pacific Ocean and runs north to Santa Barbara, Santa Cruz, San Francisco, and the Pacific Northwest, and south to Los Angeles, San Diego, and Mexico.

The City of Ventura is a microcosm of the diverse and dynamic Southern California region. It reflects the area's historic development pattern: compact, Mission-based communities prior to World War II, and explosive suburban growth thereafter. Downtown's importance as the geographic and economic center of the community waned with the development of new subdivisions and shopping centers east and south along the coastal plain. Today, Downtown is situ-

ated at the city's "elbow," where development along the coastal plain meets development along the Ventura River Valley. Along the river north of Downtown is the North Ventura Avenue district, an area of modest homes and some new hillside development. To the east is the "Catalina" neighborhood, an area of larger, more expensive homes. To the southeast is Ventura Harbor.

Existing Building and Block Pattern

Building patterns in Downtown fall into three broad categories (see the "Existing Building Pattern" map on the following page):

- 1) **"Urban":** Contiguous buildings are located at the edge of street rights-of-way, creating a continuous building wall that defines streets as spaces. Buildings are often more than one story in height. Close proximity of buildings encourages pedestrian circulation. Urban building patterns are predominant in the area bounded by Poli, Ash, and Figueroa Streets and Highway 101. It is most consistent along Main Street between Figueroa and Ash Streets, and along California between Poli and Santa Clara Streets. There is a small "pocket" of Urban building pattern along the south side of Main Street between Garden Street and Ventura Avenue.
- 2) **"Neighborhood":** Small scale, free-standing structures are spaced along streets according to regular parcelization increments. Buildings are usually one or two stories in height. They have relatively

uniform side, front and rear yard dimensions. Street trees and consistent building setbacks loosely define streets as spaces. Relatively close proximity of buildings accommodates pedestrian circulation. This building pattern is most consistent in areas east of Ash Street, north of West Park Row Avenue, and west of North Ventura Avenue.

- 3) **"Suburban":** Small, medium, and large-scale buildings with irregular, sometimes large, front and side setbacks. Buildings do not define streets as spaces. Distances between building concentrations discourage pedestrian circulation. This building pattern is found in areas south of West Park Row Avenue, west of Figueroa Street, along North Ventura Avenue, along Main Street east of Fir Street, and along portions of the Oceanfront.



Neighborhood building fabric is characterized by small scale, freestanding structures with uniform front and rear yard setbacks.



DOWNTOWN VENTURA
EXISTING BUILDING PATTERN



The scale and configuration of "suburban" building patterns discourage pedestrian circulation.

Downtown Ventura is also characterized by a regular pattern of 400' X 400' blocks. Some blocks have mid-block alleys, some do not. The regular block pattern has been disrupted in a number of places, however. Construction of U.S. 101 left irregularly-shaped remnants of former blocks between the highway and Thompson Boulevard. West of Figueroa Street, the block pattern has been enlarged and made less regular as a consequence of redevelopment-sponsored land assembly and development projects.

Existing Development & Land Use

Three general patterns of development and land use are visible today (see the "Existing Development" map on the following page). They are:

- 1) **Concentrations of Commercial Development.** There are two. One is the Downtown Core, the area bounded by Poli, Ash and Figueroa Streets and Highway

101. The most consistent commercial development lines Main and California Streets. This concentration of development corresponds to the "Urban" building pattern described above. The other concentration of commercial development is along Main Street west of Ventura Avenue, where new shopping centers have been developed. This area corresponds to the "Suburban" building patterns described above.

- 2) **Predominantly Residential Areas.** These are located east of Ash Street and west of North Ventura Avenue, and between South Ventura Avenue and Figueroa Street. The former areas correspond to the "Neighborhood" building patterns described above, the latter to the "Suburban" building pattern.
- 3) **Areas of Inconsistent Development Types.** These are located throughout the Downtown Specific Plan Area: along North Ventura Avenue, immediately south of West Park Row Avenue, along the Thompson Boulevard corridor, along Main Street east of Fir Street, and along the Oceanfront. These areas are a mix of the "Urban" and "Suburban" building patterns described above.

The Downtown development pattern is punctuated by a number of strategically located public and quasi-public buildings. City Hall is located at the northern terminus of California Street, Downtown's geographic "spine." Mission San Buenaventura is located at the northern terminus of Figueroa Street. These are the only two Downtown streets that provide vehicular connection between Downtown and the

Oceanfront. The Mission is a part of a cluster of public buildings that includes the Ventura County Museum and the Albinger Archeological Museum. The Main Post Office for the City of Ventura is located on the northern side of Plaza Park on Santa Clara Street.

Pre-Plan Zoning

Twelve different zoning districts are designated within the Downtown Specific Plan Area. They reflect the existing Downtown Core and policies to intensify land use in adjacent areas to the east and west (see the Zoning map on page 14). To the east, existing single-family areas are zoned for multiple-family (R-3) development. To the west, lands are zoned in accordance with the Downtown Redevelopment Plan (D-T-R) and planned for a mix of commercial and medium density residential development. A variety of other commercial, residential, and industrial zoning districts also exist, as listed below. Historic Overlay Districts (HD) apply to special historic sites, such as the Mission and Plaza Park.

Pre-Plan Downtown zoning designations are listed below:

- One Family Zone (R-1)
- Multiple-Family Zone (R-3)
- Professional Office Zone (PO)
- Limited Commercial Zone (C-1)
- Commercial Zone (C-2)
- Commercial Planned Development Zone (C-P-D)
- Commercial Tourist-Oriented Zone (C-T-O)



DOWNTOWN VENTURA
EXISTING DEVELOPMENT



Underutilized areas in the Downtown total approximately 100 acres.

- *Historic District Overlay Zone (HD)*
- *Limited Industrial Zone (M-1)*
- *General Industrial Zone (M-2)*
- *Downtown Redevelopment Zone (D-T-R; nine discrete land use areas are established by the Downtown Redevelopment Plan within the boundaries of the D-T-R Zone)*
- *Parks Zone (P)*

Potential for Change

The Potential for Change map on the following page illustrates the general areas where change is likely within the Downtown Specific Plan Area. Potential for Change has important implications; it indicates opportunities for beneficial as well as negative change, and therefore identifies areas where Specific Plan policies should be focused. Four general categories are identified. From most to least potential for change they are:

- 1) ***Vacant Land Areas*** - Large vacant land areas are limited to the "Triangle Site" ad-

jacent to Sanjon Road. It totals approximately 15 acres, or 3%, of the Plan Area.

- 2) ***Underutilized Areas*** - These are lands occupied by commercial, industrial, and warehouse uses that have a low ratio of building to land area, and/or a low ratio of employees to building area. These lands total approximately 100 acres, or 22%, of the Downtown Specific Plan Area. There are three concentrations of underutilized lands within the Plan Area: lands west and north of the Mission Plaza shopping center (approximately 35 acres); the "band" of blocks between Thompson Boulevard and West Santa Clara Street (approximately 40 acres); and the light industrial area west of Sanjon Road (approximately 15 acres). Underutilized parcels along the Oceanfront are the parking area west of Ventura Pier and the oil tanks site adjacent to Figueroa Street.

- 3) ***Regulatory Change Areas*** - These are lands where existing zoning designations are significantly different from the form of existing development (see "Pre-Plan Zoning," previous section). They total approximately 70 acres, or 16% of the Downtown Specific Plan Area. They are limited to the "East Side Neighborhood," where single-family residential areas are zoned for commercial or multi-unit residential development.

- 4) ***Stable Areas*** - These are viable commercial areas and residential areas that are compatible with existing zoning designations. They are the areas least likely to change as the result of market-driven economics without the support of pub-

lic sector actions. Stable areas comprise 260 acres, or 58% of the Downtown Specific Plan Area.

Pre-Plan zoning designations for some of the Downtown's major vacant or underutilized land areas are: "Triangle Site": C-T-O; area north of Mission Plaza shopping center: M-1, M-2, and C-2; blocks between Thompson Boulevard and West Santa Clara Street: D-T-R.

Overview of Economic Conditions

Retail, office, and residential development are the basic components for an active, diversified, economically viable downtown district. These development types are discussed below. Information sources for the Overview consist of City documents and interviews with developers and others involved in the local land market.

Retail

The business climate Downtown has improved significantly in recent years, due in part to City-sponsored projects in the area and the efforts of the Downtown Ventura Association (now called the Ventura Image Program). Downtown's antique and second-hand stores form a niche that attracts a sizeable weekend business, as do its clubs and restaurants. Other, one-of-a-kind establishments also appear to be stable.

Based on anecdotal information, however, improvement seems to have "plateaued" recently. While rents per square foot are significantly lower Downtown than in Ventura's shopping centers (\$0.50 – \$0.80



LEGEND



Vacant Land Area



Regulatory Change Area



Underutilized Area



Stable Area

DOWNTOWN VENTURA POTENTIAL FOR CHANGE



Stable areas comprise 58% of the Downtown area.

compared to \$1.25 – \$1.50, respectively), they have risen faster than sales have. However, they still may not be high enough to fund major remodelings (or seismic upgrades) and other efforts that would be part of a more aggressive marketing approach. Shops on sidestreets rely primarily on foot traffic without benefit of the drive-by visibility that shops on Main Street have; business in these locations remains slow with rents low.

The most recent quantitative assessment of the retail market is the 1987 "Retail Market Study of Downtown Ventura," prepared by the City's Department of Community Devel-

opment. It contains four estimates, based on four different sets of assumptions, of additional retail space that could be supported Downtown according to business category.

The high end estimate of additional Downtown retail space is approximately 265,000 square feet. This figure is based on Department of Labor statistics on the expenditure patterns of the average "western region family," including spending and associated square footage in the "general merchandise stores" category. The term "general merchandise stores" means department stores, however, and a major department store is unlikely to locate Downtown due to difficul-

ties with parcel assembly, parking, and tenant mix. The high end estimate also includes potential trade area tourist and employee expenditures.

The low end estimate of additional Downtown retail space is approximately 88,000 square feet. Its assumptions are the most conservative. It is based only on the expenditure patterns of the average "western region family" and it excludes the "general merchandise stores" category.

While Downtown may be able to support a minimum of 88,000 additional square feet of retail space *statistically*, other factors need to be in place to move Downtown from its plateau and actually attract the additional expenditures needed to support new development and increased patronage of existing businesses. In Downtown districts these factors typically are improvements to the overall shopping environment, such as pedestrian amenities, building improvements, higher average family incomes in the trade area, and a Downtown tenant mix geared to the sorts of specialty goods and restaurants not found in shopping centers and malls.

Office

The Downtown Ventura office market has not been studied recently. However, the Economic Development Element of the Comprehensive Plan (1987) notes that the City of Ventura as a whole contains approximately 1.2 million square feet of office space. It also notes that job formation is relatively strong in the Ventura/Oxnard area. Based on trends at the time it estimates that another 42,000 jobs could conceivably be formed within the City by the year 2010. (If one half

of these jobs were office jobs, approximately 7 million square feet of office space would be required; i.e 333 GSF/person X 21,000.)

Though probably the absolute maximum, these estimates indicate that *some* level of demand for office space Downtown probably exists. An important factor, however, is the form that office development takes: typically large-scale business parks that would be difficult to assemble Downtown, and would not be in keeping with its more intimate existing character. Smaller scale professional services would be the office market segment most applicable to Downtown.

Residential

Residential demand in Ventura has been strong due to growth in the regional job market and the attractiveness of the area to retirees. Based on the job formation estimates cited above, demand for housing in Ventura could be as high as 21,000 units by the year 2010 if all new employees were housed in *new* units (42,000 jobs / 2 jobs per household). Like the job generation estimate, this is probably the absolute maximum. However, it does illustrate the possibility of significant market-driven housing demand over the next two decades. Multi-unit residential development is most important with respect to the Downtown Specific Plan Area, because higher densities make more efficient use of land by concentrating population and spending power. Only a portion of the potential housing demand discussed above would be for multi-unit development, however. Single-family housing is by far in greatest demand.

Two factors limit the supply of housing within the Downtown Specific Plan Area: regulatory constraints and market constraints. The principal regulatory constraints are the City's Residential Growth Management Program (RGMP), adopted in 1990, and the 1989 Comprehensive Plan.

The RGMP is based on a maximum City population of 102,000 in the year 2000, unless additional water supplies are secured. If additional water supplies are secured, the maximum population in the year 2000 can be increased to a maximum of 105,000, indexed to the 1990 Census. The 1990 Census reflected a Planning Area population of 98,578 versus the 94,000 population assumed in the Comprehensive Plan. Thus, provided additional water supplies are secured, the maximum population in the year 2000 could be 109,578 per the Comprehensive Plan.

Statistics provided by the City's Planning Division indicate that the Planning Area population would be approximately 103,000, when all approved, but yet to be built residential projects are accounted for. Correlating all these statistics and using the Census-derived figure of an average of 2.5 persons per household, reveals that under the existing Comprehensive Plan, a maximum of approximately 2,600 dwelling units could be permitted between now and the year 2000 provided additional water supplies are secured.

On an annual basis this is approximately 28% of the maximum potential demand discussed above. Even if demand is not quite so high, it is still likely to exceed supply under the RGMP. By limiting development

city-wide, the RGMP puts Downtown "in competition" with the rest of the city for residential development.

Another, smaller regulatory factor is high existing requirements for on-site parking; i.e. 3 parking spaces per unit. This impacts construction costs for submerged parking in higher density forms of multi-unit development (generally 30 units per acre or greater).

The principal market constraint to development of new, high quality multi-unit housing is the current perception of the Downtown area. Higher rents (or sales prices for condominiums) are associated with a view of the ocean and not with Downtown. Rents for units in the "flats" are not high enough to justify submerged parking or significant on-site amenities. No project has yet been developed to "break the ice" and illustrate that higher rents are obtainable, and that higher quality residential development is possible in the Specific Plan Area.

Architectural Character

Three architectural styles predominate in Downtown Ventura, particularly among residential buildings: "Victorian," "Craftsman," and "Spanish." These stylistic categories are more like "families," however; within them there is a broad range of variation. For example, architecture commonly referred to as "Victorian" includes Italianate, Queen Anne, Eastlake, and Greek Revival. "Craftsman" includes Craftsman and Bungalow styles. "Spanish" can include Mission Revival, Spanish Colonial Revival, Monterey Revival, and Mediterranean styles. Some buildings combine aspects of



Three architectural styles predominate in the Downtown: "Victorian," ...



... "Craftsman," ...



... and "Spanish."

one or more of these styles. Other styles, such as art deco, are also present and have achieved compatibility with the overall mix through massing, color, level of articulation, and detailing.

Some areas within Downtown Ventura exhibit stylistic uniformity, such as the predominantly Spanish-styled architecture in the area south of Main Street and west of Figueroa Street. Other districts such as the Downtown Core have a vibrant mix of styles, where the consistency of the building's relation to the street and the detail and articulation of the storefront have more impact on district character than the building's style.

Many developers and building owners have noticed Downtown's predominant architectural styles and have attempted to be sympathetic in renovation and new construction. In some cases, this has led to an overly zealous "Spanishification" in the remodeling of older buildings, with historic brick facades covered over by stucco Mission fronts.

Previous City policies have dealt with the stylistic question at various levels. For example, a plan for Figueroa Street designated the portion of Figueroa Street north of Santa Clara Street with a Spanish theme, and the southern portion with a Victorian theme. Development in these areas in the last few years has followed accordingly.

Traffic Patterns and Street Characteristics

Streets serving Downtown form a grid oriented north/south and east/west. California Street, Ventura Avenue, Oak Street and Chestnut Street are the main north-south streets. Thompson Boulevard, Main Street, Poli Street and Santa Clara Street are the main east-west streets. Harbor Boulevard provides east-west access along the Oceanfront. Regional access to Downtown is provided by Route 101 (Ventura Freeway) and Route 33 (Ojai Freeway), which intersect west of Downtown.

Oak and Chestnut Streets are not as critical to overall traffic flow as the other roadways. The characteristics of these other streets are:

- **California Street:** California Street is a two- to four-lane Secondary Arterial street which runs north-south through the middle of the study area. California Street provides access across the Route 101 Freeway from Downtown to the beaches, linking Harbor Boulevard, Thompson Boulevard and Main Street. California Street also intersects with the Route 101 northbound off-ramp, which is the primary access point from the Freeway northbound into Downtown.
- **Main Street:** Main Street is a two- to six-lane Primary Arterial street which runs east-west through the study area. West of Chestnut Street, Main Street is a local business street, with only two travel lanes, angular parking, and mid-block pedestrian crossings. East of Chestnut Street, Main Street expands to four

lanes, and then to six lanes, and is more characteristic of an arterial street.

- **Thompson Boulevard:** Thompson Boulevard is a four-lane Primary Arterial street that runs east-west through the study area. Thompson Boulevard carries the majority of the east-west through traffic in the study area, and connects to Ventura Avenue in the west and Main/Telegraph in the east.
- **Ventura Avenue:** Ventura Avenue is a two-lane Primary/Secondary Arterial which runs north-south, parallel to the Ojai Freeway. Ventura Avenue carries the local north-south traffic, providing local access to the industrial areas in the northwest of Ventura and a regional link to communities to the north.
- **Harbor Boulevard:** Harbor Boulevard west of Seaward Avenue is a two- to four-lane Collector Street that parallels the Route 101 Freeway adjacent to the beach areas. Harbor Boulevard provides local east-west access along the beach areas up to the Ventura County Fairgrounds. Harbor Boulevard also links together the streets that cross the Route 101 Freeway, including Seaward Avenue, Sanjon Road, California Street and Figueroa Street.
- **Seaward Avenue:** Seaward Avenue is a four- to six-lane Primary Arterial which runs roughly north-south in the eastern edge of the study area. Seaward Avenue has a split interchange with the Route 101 Freeway, and provides access over the Freeway, connecting the Downtown and harbor areas.
- **Poli Street:** Poli Street west of Seaward Avenue is a two-lane Collector Street that runs east-west, parallel to Main Street. Poli Street is the northern most continuous east-west street, and provides local access as well as an east-west link across the City.
- **Route 101 (Ventura Freeway):** Route 101 is a regional north-south six-lane freeway that runs east-west through the study area. Route 101 provides regional access north to Santa Barbara and San Francisco, and south to southern Ventura County and Los Angeles County. Route 101 has interchanges with Seaward Avenue, California Street, and the Ojai Freeway. The interchanges with both Seaward and California are not standard designs, and the ramps to and from the freeway are split at different locations.
- **Route 33 (Ojai Freeway):** The Ojai Freeway is a four-lane freeway which runs north-south. It originates at the Route 101 interchange. The Ojai Freeway provides access to communities north of Ventura, including Lake Casitas and Ojai, and access into the Los Padres National Forest. The Ojai Freeway has interchanges with Stanley Avenue, Olive Street and Route 101. The Ojai Freeway runs parallel to the Ventura River, and defines the western boundary of the study area and the City.

Conclusion: Patterns of Development & Change

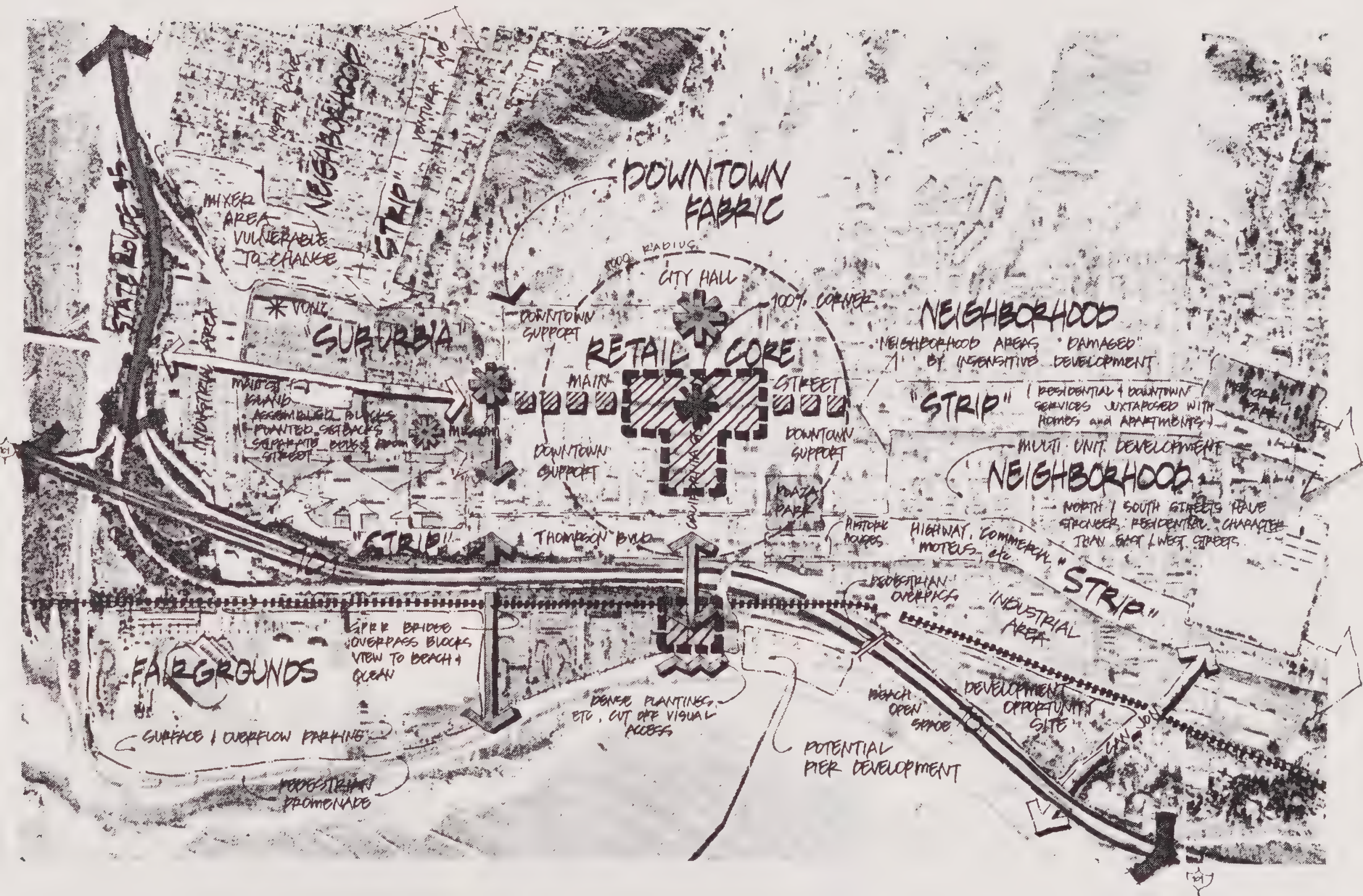
The “Patterns of Development and Change” map on the following page illustrates the cumulative effects of changing development patterns on today’s Downtown, bringing together various findings from the preceding inventory of existing conditions. These patterns of change have produced the following results:

1. *Downtown Contains Identifiable Districts.*

There are two areas that are walkable in scale and have relatively consistent patterns of building type and land use:

- **The Downtown Core** is bounded by Poli, Ash, and Figueroa Streets and Highway 101. It is the location of the original community settlement, and it is characterized by traditional downtown fabric – a building pattern that is “urban” in character - and concentration of commercial development. The City’s two most important public buildings, City Hall and Mission San Buenaventura, are located within the Downtown Core. Main Street and California Street are the two main thoroughfares, with contiguous buildings and storefronts that epitomize its district character.

The district character of the Downtown Core has been eroding, especially along its perimeter. To the west the district is bordered by new suburban-scale development. On the south, auto-oriented



DOWNTOWN VENTURA PATTERNS OF DEVELOPMENT & CHANGE

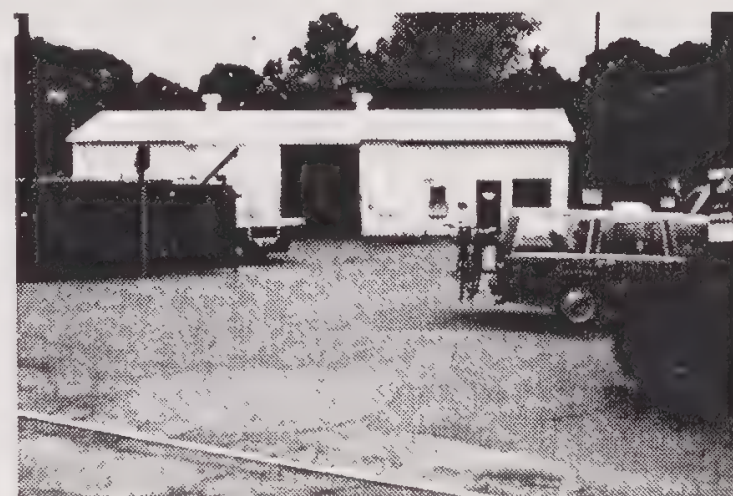
strip development clashes with the pedestrian scale of the rest of the district.

- *The East Side Neighborhood* is located within the Downtown Specific Plan Area east of Ash Street. It is characterized by free-standing residential structures that face local streets. They have relatively consistent setbacks and landscaped front and side yard areas. In recent decades, the fabric of the East Side Neighborhood has been "pockmarked" with apartment buildings and commercial structures that are incompatible in scale and character with the older single-family homes. This condition is most pronounced along East Main Street and East Thompson Boulevard.

2. *Downtown Contains Areas of Haphazard Development*

This condition dominates the western portion of the Downtown Specific Plan Area, and can be found along the Oceanfront as well. It is most common in areas with a high "potential for change." It is spreading, in the form of strip development, throughout other portions of Downtown. The lack of coherent building and use patterns in these areas creates a spatial "free-for-all" that does not create identifiable districts, encourage quality investment and retention of property value. There are three "Haphazard Development Areas":

- The Westside Transition Area is bounded by West Park Row Avenue to the north, Figueroa Street to the east, U.S. 101 to the south, and State Route 33 to the west. Like many former indus-



Declining industrial land values in the western portion of the Specific Plan Area have created a vacuum that is being filled with a variety of unrelated land uses and building types.

trial districts, this area has experienced disinvestment resulting from shifts in the organization of industrial activity nationally and internationally. Over the years, declining industrial land values have created a vacuum that is being filled by a variety of types of new development. Commercial strip development, multi-family housing, industrial remnants as well as creative, special niche industrial start-ups, fragments of traditional downtown fabric, and typical "suburban" shopping center and business park development types can all be found within this area.

- *The Oceanside* has clear boundaries and is unified by the oceanfront Promenade, one of the City's most important public spaces. However, two and three-story condominiums, the 10-story Holiday Inn, a public parking garage, the County Fairgrounds, and Ventura Pier are strung along the beachfront with little or no physical relationship to each other.
- *Commercial Strips* include Thompson Boulevard, North Ventura Avenue, and East Main Street. Each is in a different stage of evolution. Thompson Boulevard is characterized by strip commercial development serving motorists on U.S. 101, light industrial ventures, and auto services. North Ventura Avenue is characterized by a mix of industrial, auto services and storefront commercial development and residential structures. East Main Street east of Fir Street is in the process of becoming a commercial strip. Although more than half of the buildings along the road are attrac-



The oceanfront Promenade is one of the City's most important public spaces.

tive older residential structures, many have been unable to support a residential use given the roadway width and traffic and have been converted to commercial use. The stock of older residential structures has been slowly replaced by lower quality office and services buildings and multi-unit structures.

3. *Downtown is Cut Off From the Oceanfront.*

An essential aspect of Ventura is its character as a seaside community. The lack of good visual and pedestrian access between Downtown and the Oceanfront results in diminution of the

value of a beautiful natural resource and an important Downtown "marketing" advantage.

Highway 101 is a formidable barrier. Over time it has given rise to highway-serving commercial strip development on the land immediately adjacent to its access points. This strip development further separates Downtown from the Oceanfront, making the mere 1,650 feet that separates Main Street from the Promenade much larger psychologically. Although California and Figueroa Streets offer pedestrian and vehicular access between the Oceanfront and the



Commercial strip development has been encroaching into the formerly stable residential portion of East Main Street.

Downtown Core, neither street is a continuous visual or functional sequence. On California Street the separation is exacerbated by a dense tree planting at the southern terminus of the street, between the Holiday Inn and the City parking structure, cutting off the view of the ocean.

The East Side Neighborhood is separated from the waterfront not only by the Freeway, but also by an industrial belt between East Thompson Boulevard and the Southern Pacific railroad tracks. The pedestrian connection across the tracks to the Oceanfront is not visible from the neighborhood, and the pedestrian bridge over Highway 101 is located just east of the Ventura Pier and other public destinations on the Oceanfront.



Downtown's landmark public buildings and traditional "urban" fabric are building blocks for a revitalized district.



4. *Downtown's Pattern of Commercial Development is Becoming Increasingly Diffuse.*

Traditionally, the blocks lining Main Street were the primary location for businesses and offices. Recently, Mission Plaza and other competing shopping centers west of the Downtown Core have shifted the "center of gravity" of retail commercial development. Simultaneously, new office development has occurred on previously industrial lands at the far west end of the Plan Area. Office and retail businesses are also dotted along Thompson Boulevard, and Santa Clara Street, and East Main Street.

5. *The Downtown Core's "100% Corner" is the Intersection of California and Main Streets.*

Business is generally strongest in the immediate vicinity east, west and south of this intersection. Business and pedestrian traffic on Main Street drops off with distance from California Street. There are some notable exceptions to this pattern, nevertheless, the retail locations at the far ends of Main Street, Figueroa and Ash Streets respectively, are the weakest business locations at present.

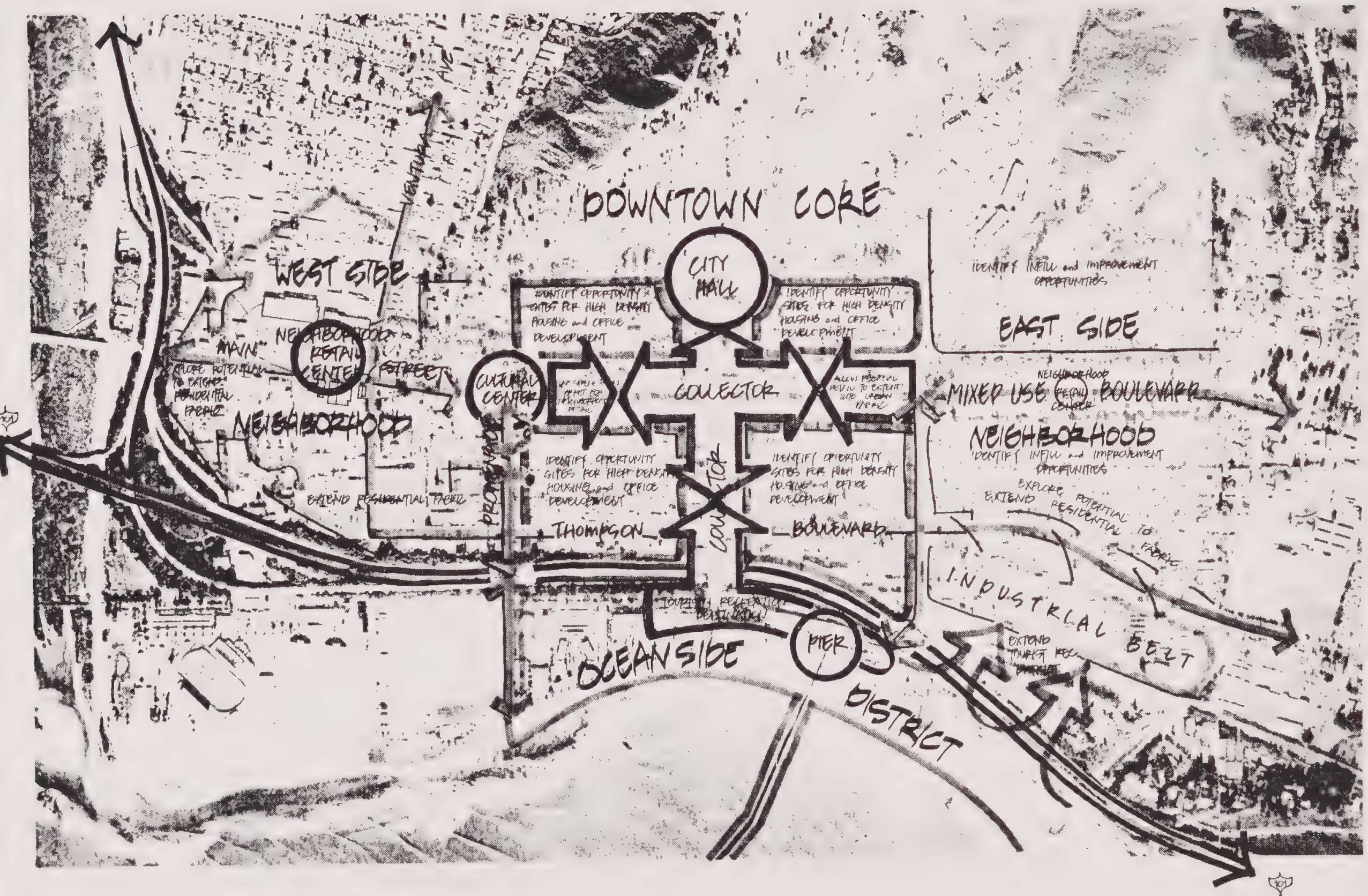
6. *The Elements of a Strong Downtown Remain in Place.*

Downtown's traditional "urban" building stock, its landmark public buildings, and its proximity to established neighborhoods and extraordinary natural features are the building blocks for a revitalized district. Significant land ar-

reas that have a high potential for change are an opportunity to establish development that will support the business environment in the Downtown Core and make the Downtown a more active, vital area overall. The freeways that border Downtown on two sides are also a "blessing," in the sense that they provide easy access to the area for those who would choose Downtown to shop, live or work.

Chapter III.

**REVITALIZATION STRATEGY
& URBAN DESIGN CONCEPT**



DOWNTOWN VENTURA REVITALIZATION STRATEGY

REVITALIZATION STRATEGY & URBAN DESIGN CONCEPT

Ventura needs a symbolic center that exemplifies and displays what is best in the community. The identity of most communities is projected from the center, and Ventura's Downtown has experienced a slow process of economic decline and physical deterioration. Many valuable assets have endured, however; its beautiful natural setting, proximity to the waterfront, excellent regional access, and substantial inventory of attractive buildings are irreplaceable resources upon which a successful revitalization strategy will be built.

The Downtown needs redirection if it is to reverse the forces of disinvestment that have been eroding the economy and identity of the district. The Revitalization Strategy detailed in this Chapter reflects the need to restore the City's overall image and its ability to attract quality investment to the areas within its borders.

Revitalization Goals

The strategies, policies and programs contained in the Downtown Specific Plan are intended to realize eight fundamental goals:

1. Downtown shall be restored and revitalized as the social and symbolic "Heart of the City."



Downtown shall be restored and revitalized as the social and symbolic "Heart of the City."

2. The image and visibility of the Downtown shall be enhanced, creating a distinctive identity built on the best of what is already there.
3. The Downtown Core shall be revitalized as the City's central business district offering a prominent address for a variety of commercial ventures.
4. Main Street and California Street shall be revitalized as the central shopping streets of the Downtown Core.

5. Downtown shall be reconnected to the Waterfront, reestablishing the critical link between Main Street and the ocean-front Promenade.
6. Residential development shall be encouraged to support the creation of a Downtown Core that is active throughout the day and evening, and to support the local-serving character of the Downtown Core.
7. The forces of disinvestment operating in the East Side Neighborhood shall be reversed, and the historic character of the neighborhood shall be restored.
8. The long-term pattern of Downtown development shall be shaped to accommodate mass transit, generate fewer and shorter commute trips, and increase the quality of life for the community and the region.

District Revitalization Strategies

1. General

- A. Revitalize the built structure and economic environment of the Downtown by repairing the haphazard pattern of development that has occurred in the district: Concentrate commercial ventures in a more compact urban cluster where they can share parking and customers; simultaneously, create a Downtown scaled to the pedestrian, in which the automobile can be conveniently stored, and all destinations are within a short walk.



Concentrate activity-generating uses in the Downtown Core.

To achieve this objective, coordinate public and private actions to create four identifiable Downtown districts, each with its own character, clear edges and center.

- (1) *The Downtown Core* will be the central business district of the City. It is defined as the area bound on the north by Poli, on the west by Fir Street, on the south by U.S. Route 101, and on the east by the Figueroa Street Corridor. It occupies approximately 110 acres.

- (2) *The Oceanside District* will bring together the diverse and haphazard development along the Downtown's southern flank. It is defined as the area bound on the north by the southern Pacific Railroad right-of-way, on the east by Sanjon Road and the State Beach, on the South by the Pacific Ocean, and on the west by the Ventura River. It occupies approximately 100 acres of land, and incorporates the 60 acre county Fairgrounds and the 20 acre "Triangle Site" sandwiched

between the Southern Pacific Railroad tracks and the Freeway.

- (3) *The East Side Neighborhood* will be restored to its former luster. It is defined as the area bound on the north by homes lining Poli Street, on the east by Cemetery Memorial Park and Cabrillo Middle School, on the south by Thompson Boulevard, and on the west by Fir Street and the Downtown Core.
- (4) *The West Side Neighborhood* will be a new "in town" neighborhood supporting the Core on its western flank. It is defined as the area bound to the north by West Park Row Avenue, on the east by the Figueroa Street Corridor, on the south by U.S. Route 101, and on the west by State Route 33.

The form and character of the four Downtown neighborhoods is described in greater detail in the Urban Design Concept section, below.

- B. Increase the Downtown's share of the regional market for convenience and specialty retail and restaurant sales by building up its customer base three ways:

- (1) Tap the potential of the Oceanside District to add customers to the Downtown by building a tourist destination that will tap the tourist market/trade more effectively, and by linking the

oceanfront Promenade to Main Street.

- (2) Increase the number of people living and working in the Downtown by targeting new investment to existing vacant and underutilized parcels in the Downtown to create a new West Side Neighborhood, a restored East Side Neighborhood, and a completed Downtown Core.
- (3) Build on and enhance the Downtown Core's identity as a home improvement retail destination. Both widen and deepen the offerings to be found related to that segment of the market. Consider attracting an under-represented segment of that submarket such as antique shops and specialty kitchen supply outlets. Simultaneously investigate the potential to increase the number and type of furniture stores Downtown.

2. *The Downtown Core*

- A. Coordinate private development and public improvements to repair the damaged fabric of the Downtown Core and to create a distinct and recognizable district identity.
- B. Concentrate commercial development in the Downtown Core to create an easily identifiable central business district.
- C. Concentrate activity generating uses (i.e. retail, restaurant, theater, art gallery) exclusively in the Downtown Core. Keep



Enhance the role of California Street as both the central boulevard of the district and the primary link between Main Street and the oceanfront Promenade.

- them within an area that is accessible on foot.
- D. Focus retail and restaurant infill development along Main and California Streets to create a continuous line of ground level active uses.
- E. Consolidate a specialty and convenience retail market niche for the Downtown that creates a retail destination that does not compete directly with the regional shopping malls.
- F. Identify opportunity sites for high density housing and commercial development and encourage new construction that will increase the number of people living and working in the Downtown.
- G. Enhance the role of California Street as both the central boulevard of the district and the primary link between Main Street and the oceanfront Promenade.
- H. Install public improvements that enhance the visual and functional connection between the oceanfront Promenade and Main Street.

- I. Coordinate private uses and public improvements to offer a variety of experiences in the public realm: strolling, sitting, gathering, etc.
- J. In encouraging new investment in the district, guide its physical form toward creation of traditional downtown fabric and away from all forms of commercial strip and typical suburban subdivision forms of development.
- K. Renovate the existing building stock, particularly buildings with a traditional downtown character.
- L. Consider implementation of revitalization programs with a proven track record, especially design assistance, business recruitment, business retention, and centralized retail management programs.
- M. Retain those public facilities and services that add to the district's overall level of activity and its symbolic role as the heart of the City. Such facilities include the Main Post Office and Library, City Hall, and County Arts Museum.

3. *The Oceanside District*

- A. Tap the potential of the waterfront and the oceanfront Promenade to enhance the Downtown's economy by construction of a tourist and recreational destination at the base of California Street. At the same time, enhance the visual and functional connection between the Downtown Core and the waterfront by making California Street an exciting boulevard street extending from City Hall to the Promenade.

- B. Install public improvements that highlight and embellish the visual and functional link between the oceanfront Promenade and the Downtown Core.
- C. Identify opportunity sites to increase the number, variety and quality of visitor lodging facilities, both in and immediately adjacent to the Oceanside District.
- D. Renovate the Downtown Pier and beachfront area to enhance the Downtown waterfront's appeal as a recreational destination.
- E. Establish development standards that insure the creation of a more cohesive overall district over time.

4. *The East Side Neighborhood*

- A. Identify infill and improvement opportunities in the district.
- B. Establish development standards that guide new investment toward the restoration of the historic character of the neighborhood.
- C. Establish a clear direction for the revitalization of East Main Street, and implement development standards and design guidelines to realize that vision.
- D. Install public improvements along East Main Street that create an attractive gateway to the East Side Neighborhood and to the Downtown Core.
- E. Install public improvements and establish guidelines for private investment along Ash Street that enhance the visual and functional link between the neighborhood and the waterfront.

- F. Explore the potential to extend the fabric of the neighborhood toward its natural edge along Thompson Boulevard.
- G. Locate and provide an opportunity for creation of a small cluster of neighborhood services in the center of the district.

5. *The West Side Neighborhood*

- A. Coordinate private development and public improvements to guide the transition of this district from a haphazardly developed area to a coherent and attractive urban neighborhood.
- B. Identify opportunity sites for the development of a variety of housing densities and types.
- C. Install public improvements along Figueroa Street that call attention to the presence of Mission San Buenaventura and that repair the connection between the Mission and the waterfront.
- D. Preserve a portion of the existing neighborhood retail facilities along West Main Street as a small cluster of neighborhood services in the center of the district.
- E. Preserve the presence of Patagonia and accommodate their expansion needs in a manner that is sensitive to the new neighborhood.
- F. Reserve a portion of land adjacent to Patagonia for live-work development capable of accommodating the special needs of the City's artists and craftspeople.

Urban Design Concept

The successful implementation of the Revitalization Strategy will result in the creation of a Downtown with an appealing and distinctive physical form, as well as a healthy and active economy. The "Illustrative Plan" on the following page depicts the anatomy of an enhanced image for Downtown. The primary elements of this urban design concept are as follows:

1. **A Recognizable Downtown.** The Downtown will be easy to distinguish from other parts of the City by virtue of its compact and urban development pattern. The intensity of its retail and commercial activity, the consistent presence of its residents and visitors, and its variety and frequency of publicly accessible spaces and civic buildings will make it the most public district in the City.
2. **Cohesive and Walkable Districts.** The Downtown is to be made up of four well-defined districts, according to predominant use and character. Each is scaled to the pedestrian, requiring no more than a ten minute walk from end to end, and each has a recognizable center and edge.
 - a) **The Downtown Core** - The Core is the district with the greatest concentration and continuity of active mixed-use development, centering on Main and California Streets as the principal pedestrian spines. The civic character of Downtown's public buildings, institutions, hotels, retail

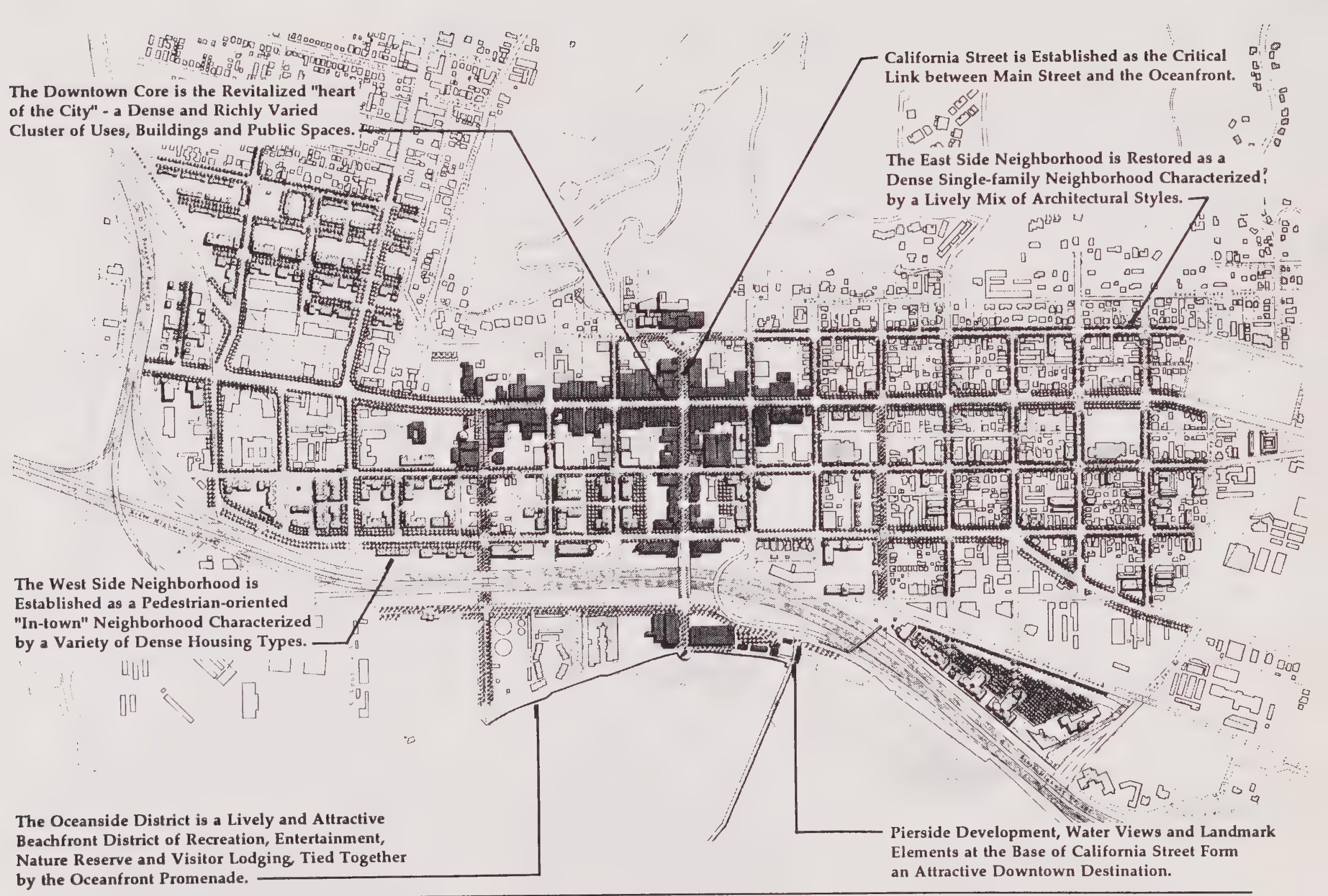
shops and restaurants create an unmistakable "urban" character not achievable in a mall or shopping center.

- b) **The East Side Neighborhood** - A long-standing and dense residential neighborhood characterized by a relatively cohesive pattern of single-family detached homes. The residential architecture features a lively mix of Victorian, Craftsman and Spanish styles, with notable historic examples. A small commercial cluster provides an activity and service center.
- c) **The West Side Neighborhood** - A predominantly residential neighborhood with high density single-family and multi-family residences, with a mix of existing institutional, industrial and commercial buildings blended in. The Spanish architecture of the Mission and the simple brick industrial/warehouse buildings most strongly influence the district's stylistic character. A commercial cluster on Main Street is retained as a local activity center (aside from the Von's shopping center), and adaptive reuse of industrial buildings for office and art/craft studio activity as designated in the Specific Plan, contribute another unique character to the district.

- d) **The Oceanside District** - A lively and attractive beachfront district of recreation, entertainment, nature reserve, and lodging activities, tied together with landscaped pedestrian paths and promenades. Landmark elements and water views seen down the ends of beach-terminated street corridors make this area the Downtown's link to the Oceanfront.

3. **Pedestrian-oriented, "In-town" Neighborhoods.** Downtown residential development will be configured to activate neighborhood streets, making the streets lively and safe places in their own right and assets to their neighborhoods. The arrangement of building, residential front doors, entrance stoops, fences, driveways, and yards have a profound effect on the character of streets. In traditional neighborhoods, these elements face the street and make it active. However, many contemporary residential development projects have the tendency to turn inward, creating activity-deadening residential "fortresses"; the Specific Plan is written to prevent this tendency.

In addition to streets, a thriving neighborhood contains a network of well used public spaces - building entrance courts, mini-parks, tot-lots, alleyways, through-block pedestrian paths, an occasional playing field or basketball court - that add variety and dimension to the fabric of residential blocks. The location and configuration of these parks and spaces will determine



The Downtown Core is the Revitalized "heart of the City" - a Dense and Richly Varied Cluster of Uses, Buildings and Public Spaces.

California Street is Established as the Critical Link between Main Street and the Oceanfront.

The East Side Neighborhood is Restored as a Dense Single-family Neighborhood Characterized by a Lively Mix of Architectural Styles.

The West Side Neighborhood is Established as a Pedestrian-oriented "In-town" Neighborhood Characterized by a Variety of Dense Housing Types.

The Oceanside District is a Lively and Attractive Beachfront District of Recreation, Entertainment, Nature Reserve and Visitor Lodging, Tied Together by the Oceanfront Promenade.

Pierside Development, Water Views and Landmark Elements at the Base of California Street Form an Attractive Downtown Destination.

DOWNTOWN VENTURA ILLUSTRATIVE PLAN

whether they are well-used and much loved community facilities, or will be left empty. A central issue of the Specific Plan therefore needs to be the establishment of a pattern of streets, buildings, parks, and where appropriate, parcelization, that supports the evolution of *neighborhoods* rather than collections of housing developments.

Streets, homes and yards, and public spaces make up a neighborhood fabric, but a well-defined neighborhood needs good edges. The most frequent culprit in the erosion of neighborhood value is the breaking down of these district edges. To create neighborhoods of lasting value, a clear circulation hierarchy must be matched with appropriate and harmonious patterns of development. Opportunities for the greatest density will be sought first along wider roads, not only to create attractive boulevards along district perimeters, but also to protect the lower density residential environments in neighborhood cores. Transitions in density also need to be made gracefully, to insure cohesive street environments and sustain the marketability and maintenance of all sites.

4. *A Clear Hierarchy of Downtown Streets & Ways:*

a) **Primary Shopping Streets**

- (1) **Main Street** (between Figueroa and Fir) - reinforced as Downtown's traditional shopping street.

- (2) **California Street** - the central spine of the Greater Downtown, linking the Core to the waterfront. The big image street visually anchored by City Hall to the north and the new Downtown Landmark to the south.
 - (3) **Figueroa Street** - featuring a pedestrian-only street between Main and Santa Clara Streets and an essential connection to the waterfront on the western edge of the Downtown Core.
- b) **Special Streets Connecting the Downtown Core to the Ocean-side District.**
- (1) **California Street** - the central spine of the Greater Downtown, linking the Core to the waterfront. The big image street visually anchored by City Hall to the north and the new Downtown Landmark to the south.
 - (2) **Ash Street** - featuring special street improvements calling attention to its special role linking the Downtown Core and the waterfront.
 - (3) **Figueroa Street** - featuring Mission San Buenaventura at its northern terminus, and providing both vehicular and pedestrian access to the Oceanside District.
- c) **Mid-block Lanes** - offering an alternative pedestrian route from the Downtown Core toward the

waterfront, and diminishing the need for curb-cuts to provide parking access for new developments.

- d) **Gateway Boulevard** - the east and west portions of Main Street flanking the Core will feature attractive public improvements, and new and renovated commercial buildings opening out toward the boulevard.
- e) **Downtown Parkways** - providing vehicular access to and from the Downtown Core from other parts of the City and region.
 - (1) Thompson Boulevard
 - (2) Ventura Avenue

5. *A Variety of Public Spaces for Gathering and Lingerin:*

- a) **Downtown Plaza (new)** - the main public space "where the action is," geographically centered in the Core at the corner of California and Santa Clara Streets.
- b) **Oceanfront Promenade** - the linear pedestrian walkway along the Oceanfront, enhanced with a new landmark (see below), an overlook at the base of California Street, and featuring a new Pierside tourist destination center.
- c) **Pierside Plaza (new)** - overlooking the oceanfront Promenade and beach, featuring a variety of

shops and restaurants along its perimeter.

- d) **Ventura Pier** - featuring new lights and railings and adding variety to the types of experiences available in the public realm.
- e) **Historic Plaza Park** - the center of a revitalized office destination in the Downtown Core.
- f) **West Side Parks (new)** - two new parks located within easy walking distance of the homes in the West Side Neighborhood.
- g) **Cemetery Memorial Park** - serves the residents of the East Side Neighborhood; with its view of the Channel Islands, it is easily one of the most beautiful public parks in the City.
- h) **Hiking - Biking Trail**

6. *Public Landmarks:*

- a) **Mission San Buenaventura** - symbolizing the community's beginning, located at the terminus of Figueroa Street.
- b) **City Hall** - easily one of the most dramatic and memorable civic buildings in California, located at the terminus of the revitalized California Street.
- c) **Downtown Landmark (new)** - a civic feature located at the confluence of California Street and the oceanfront Promenade.

- d) **The California Street Bridge** - featuring dramatic new gateways and lights, will be visible to traffic moving underneath along U.S. 101, as well as to motorists and pedestrians along California Street.

Development Objectives

Translating the Revitalization Strategy into a clear plan of action is essential to the success of the Downtown Revitalization effort. Setting clear priorities for targeted public and private investment will allow the City to make the most effective use of its human and financial resources, and will project an image of a well organized program that private investors can count on.

Near term and longer term objectives are listed and prioritized below, and are illustrated on the "Development Objectives" maps. The quantities of development depicted in these illustrations are intended to show one desirable form that new development could take. They are not meant to be enforced as the only types or quantities sought for the particular sites. Actual development projects may include less or more units or floor area of development than those depicted for a particular location provided the intent is realized. The same goes for the land uses noted on the illustrations: the illustrations depict highly desirable locations for residential, commercial and hotel development. The Specific Plan allows and welcomes various alternative types of land use on many Downtown sites (refer to Chapter X - "Development Standards and

Design Guidelines" for a listing of permitted uses in any specific Downtown location).

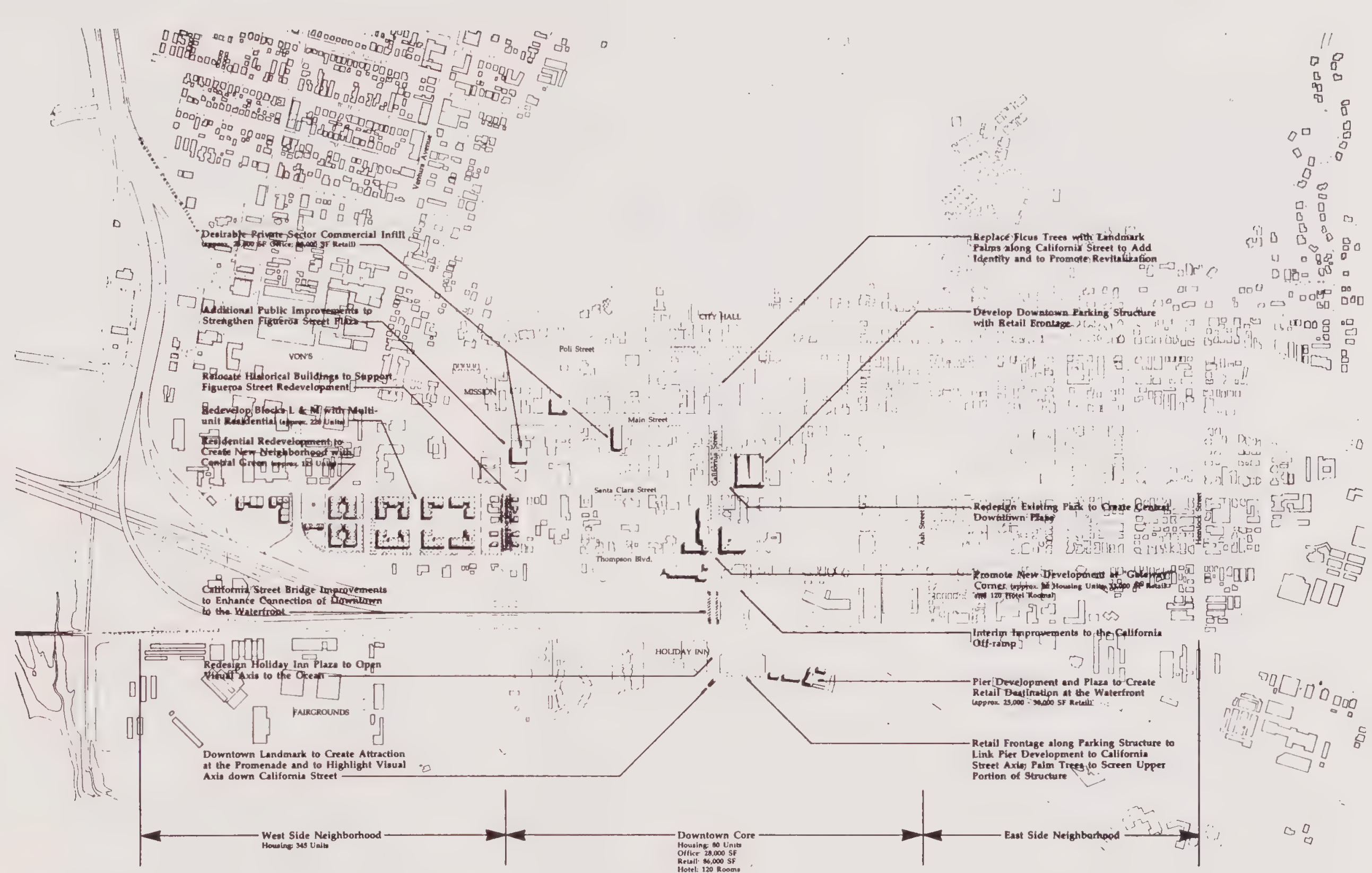
5 – 7 Year Objectives: Revitalize the Downtown Core

The realization of visible progress within five to seven years was a recurring theme in the Community Workshops. To achieve this objective, the City will promote near-term investment that makes the greatest progress toward realizing the Downtown Revitalization Goals. Therefore, priorities for the short-term focus on promoting public and private actions that support the enhancement of the main spines of public activity and pedestrian circulation - Main Street and California Street.

Private Investment:

To achieve this first measure of successful revitalization, the City will work toward the following specific objectives (see "5 – 7 Year Objectives" map on the following page):

1. **Promote California Street Infill Development.** The highest priority is placed on targeting infill development along California Street to create an unbroken sequence of ground-level activity between Main Street and the oceanfront Promenade. Since the block between Main and Santa Clara Streets is reasonably well developed, efforts will be targeted toward locating infill development in the area between the California Street Bridge and Santa Clara Street. Although the Downtown Specific Plan Standards and Guidelines (see Chapter



DOWNTOWN VENTURA

5 - 7 YEAR DEVELOPMENT OBJECTIVES: REVITALIZE DOWNTOWN CORE

X) allow a variety of above ground level uses in this area, the most preferable form new infill development will take is as follows:

- a) New residential over storefront commercial development on the east and west sides of California Street extending at least a half-block north on both sides of the street.
 - b) A new hotel on the southwest corner of California Street and Thompson Boulevard, featuring ground floor shops or restaurants along the California Street frontage.
2. **Promote Infill Development along Main Street.** The City will promote new infill development in any vacant parcels (or nearly vacant parcels such as parking lots) fronting onto Main Street in order to repair the continuity of shops and restaurants along the ground level.
 3. **Promote the Renovation of Storefront Commercial Buildings in the Downtown Core.** The visibility and attractiveness of the Main Street shopping environment must be enhanced. New signage that is coordinated with the architecture of the facade must increase visibility from the roadway and from the sidewalk. Facade renovations must revive or create well crafted and appealing building facades that draw on the diverse architectural heritage of the district. The composite effect will be the creation of a cohesive and memorable

shopping street that draws the customer in to explore and wander.

4. **Promote the Pierside Redevelopment Project.** To tap the tourist market/trade more effectively, and to complete the sequence of public activity from Main Street to the oceanfront Promenade, the City will promote the construction of a new shopping and recreational destination between the Holiday Inn and Ventura Pier. The Pierside Redevelopment Project will feature new retail, restaurant and entertainment ventures. This element of the Plan is considered essential to the successful revitalization of Downtown.
5. **Promote Residential Development Close In to the Core.** Very high priority is placed on breaking ground on the first residential project to set an example of the type of development envisioned in building the West Side Neighborhood. Although new residential investment will be encouraged throughout the West Side Neighborhood, the City is especially interested in the redevelopment of available parcels close to the Core. The closer to the Downtown Core, the more the new residents will support the shops, restaurants and theaters in the Core. (Redevelopment Plan Blocks "E," "F," "L" and "M" offer an excellent opportunity to realize this objective).
6. **Promote New Office Development in the Downtown Core.** Short-term revitalization objectives are focused on reestablishing a strong retail presence in the Downtown Core. To create a district

that supports ongoing retail activity the City will promote new office development. Office buildings should be located and designed to strengthen the overall form and character of the Downtown. Objectives are:

- a) Promote new commercial development in the Downtown Core on north-south streets between Poli and Santa Clara Streets.
 - b) To screen surface parking lots and link Main Street activity to the rest of the Core, new buildings should be positioned to extend the traditional Downtown fabric of Main Street to the north and south. Targeting new development to corner lot locations is recommended, as is infilling vacant or underutilized sites along Main Street and along California Street between Main and Poli.
7. **Promote the Renovation of Storefronts along Main Street.** The restoration of the physical character of Main Street is considered essential to the success of the Plan.
 8. **Promote Figueroa Street Infill Development.** The City will promote new storefront commercial development along the east frontage of Figueroa Street between Main and Santa Clara Streets to activate the pedestrian-only street space installed at the base of Mission San Buenaventura.
 9. **Relocate Historical Buildings to the Figueroa Street Corridor.** To support

the continued revitalization of the Figueroa Street Corridor and to provide a location for valuable historic structures that would otherwise be replaced, Figueroa Street is designated as an "historic corridor." The relocated and renovated historic structures along the corridor, in combination with new buildings designed to replicate the architectural character of historic Downtown structures, will collectively create an appealing environment for a variety of uses.

Public Investment:

In order to set the stage for new and continued private investment Downtown, the City will work toward the completion of the following capital improvement projects:

1. **Downtown Landmark and California Street Bridge Improvements.** The two most important public improvements to install in the near term are the **Downtown Landmark** at the confluence of California Street and the oceanfront Promenade, and the **California Street Bridge Improvements**. These two elements were identified in the community workshops as essential to repairing the visual and pedestrian link between the Downtown Core and the Oceanside District.
2. **California Street Improvements.** To create a unified pedestrian environment extending from City Hall to the oceanfront Promenade, improvements will be constructed along California Street. A dramatic arrangement of special street lamps, palm trees, paving stones, benches and other furnishings will cre-

ate a memorable image and accommodate an easy pedestrian flow from the waterfront to the Downtown Core.

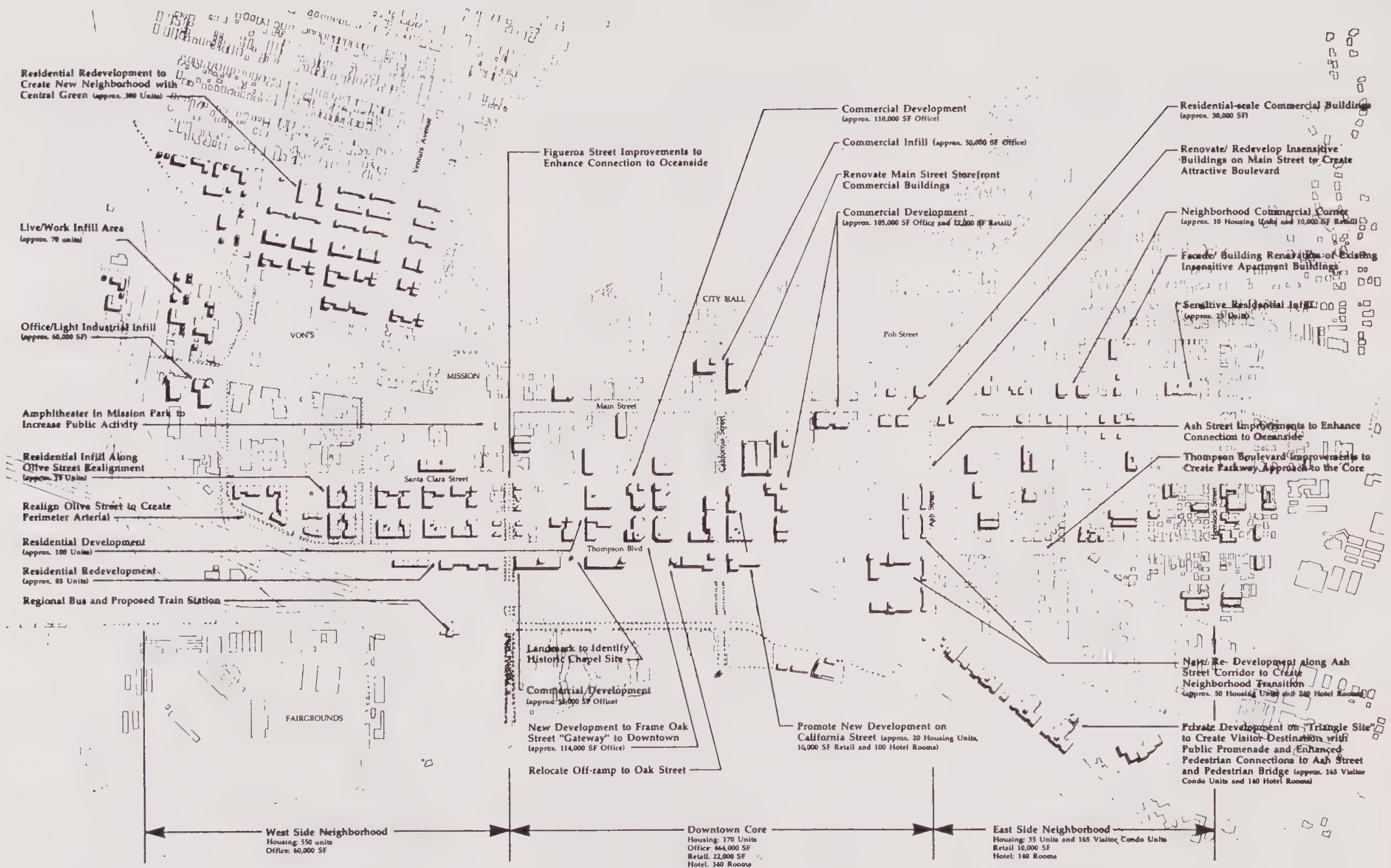
3. **Holiday Inn Plaza Redesign.** A vital part of the strategy to reconnect the Downtown Core to the Oceanfront is to remove the dense planting currently located at the southern terminus of California Street (between the Holiday Inn and the City's public parking structure). This planting arrangement cuts off the view of the water, the pier and the new Downtown Landmark from the Downtown Core, and the view of City Hall from the oceanfront Promenade. Existing trees will need to be replaced by trees flanking the central space, thus framing rather than obscuring the view to and from the oceanfront Promenade.
4. **Downtown Plaza.** The existing park at the corner of Santa Clara and California Streets will be redesigned to create the new Downtown Plaza. The new plaza will be geographically centered in the Downtown, roughly halfway between Main Street and the oceanfront Promenade.
5. **Downtown Parking Structure.** The City will consider the construction of a new Downtown Parking Structure in the center of the block bound by Main Street, Chestnut Street, Santa Clara Street, and California Street. The new building will enclose the new Downtown Plaza on its eastern side, and will feature ground level retail uses along that frontage to draw activity into the



A vital part of the strategy to reconnect the Downtown Core to the Oceanfront is to remove the dense planting currently located at the southern terminus of California Street.

Plaza. Vehicular access will be off Santa Clara Street.

6. **California Street Off-ramp: Interim Improvements.** The City will install lane striping and signalization improvements to the vehicular sequence between U.S. 101 and the Downtown street network.
7. **Pier Reconstruction.** The Ventura Pier restoration project will restore the existing timber pier to its full 1,958 foot length, and will involve the replacement of approximately 10 percent of the pilings, and most of the superstructure. The project will also involve widening at the base of the pier, providing a bus turnout and drop-off, new railings, stairs, fire protection, utilities, benches, pile and deck maintenance provisions, a baitshop/snack bar, public restrooms, and the installation of a new restaurant on the pier as part of a concessionaire development agreement.



DOWNTOWN VENTURA

**15 - 20 YEAR DEVELOPMENT OBJECTIVES:
REVITALIZE GREATER DOWNTOWN**

15 – 20 Year Objectives: Revitalize the Greater Downtown

With the revitalization of the Downtown Core underway, the City will work toward the completion of the areas surrounding and supporting the Core. Specific long-term Plan Objectives are illustrated on the “15-20 Year Objectives” map on the preceding page, and are summarized below:

Private Investment:

1. ***Promote Additional Office Development in the Downtown Core.*** The City should focus on the following:
 - a) Promote new office development along the eastern frontage of Plaza Park. Combined with the strong north and south frontages, the new development will help establish Plaza Park as a prominent business address.
 - b) Promote new commercial infill development along Oak Street. With the reconstruction of the California Street access ramps (see long-term capital improvement objectives, below), Oak Street will become the vehicular gateway to Downtown. New buildings should be shaped to form an attractive entryway at the corner of Thompson Boulevard and Oak Street.
2. ***Promote Residential Development on all Remaining Opportunity Sites in the Downtown.***
 - a) Opportunity sites in the West Side Neighborhood include vacant and underutilized sites north of Mission Plaza and south of West Park Row Avenue. The redevelopment of this portion of the West Side Neighborhood with residential uses will help bolster the value of the existing neighborhood to the north.
 - b) The highest priority opportunity sites to target in the Downtown Core are located along California Street. Any sites along that corridor not completed should be the first ones to target redevelopment efforts toward. Investors not interested in providing the ground level commercial uses required along California Street should be directed to underutilized sites along Palm Street. Palm Street provides a more protected street environment than Oak or Chestnut Streets, which are designated as access roads for the freeway ramps serving the Core.
 - c) Opportunity sites in the East Side Neighborhood include a few underutilized sites along East Main Street and the blocks between Fir and Ash Streets. This area serves as a transition zone between the Core and the East Side Neighborhood, and is an appropriate location for residential building types with an urban character.
 - d) Toxic waste studies should be conducted as needed to determine that sites in the West Side Neighborhood are suitable for residential development.
3. ***Promote the Continued Renovation of Storefront Commercial Buildings in the Downtown Core.*** Continue the effort to restore and improve the outward appearance of storefront commercial structures to enhance the attractiveness and visibility of the Main Street shopping corridor.
4. ***Promote the Construction of New Homes and the Renovation of Multi-family Residential Structures in the East Side Neighborhood.***
 - a) The successful revitalization of the Downtown Core will increase the appeal of the East Side Neighborhood to prospective residents. This will provide an opportunity to restore existing single-family residential structures to their original quality, and to construct new ones on underutilized or vacant sites that are compatible with the best of the neighborhood’s residential architecture.
 - b) As the neighborhood’s appeal increases, encourage the renovation, and wherever possible, the redevelopment of the commercial and multi-family structures that are incompatible with the original scale and character of the district.

5. *Promote the Construction of Commercial Structures along Main Street, east of Fir Street, that Replicate the Architectural Character of East Side Neighborhood Housing, although perhaps at a somewhat "Grander" Scale.* At stake is an important gateway to Downtown. The incremental transition of this portion of Main Street into a rather "placeless" segment of the corridor must be halted. To put the best qualities of the East Side Neighborhood on display (but in a form appropriate to the roadway width and its traffic volumes), new commercial and multi-family development will be encouraged in a form that builds on the best visual qualities of the neighborhood.
6. *Promote the Development of a Variety of Types of Visitor Lodging Units in Close Proximity to the Downtown Waterfront.* In keeping with the strategy of tapping the potential of the waterfront to attract additional visitors to the Downtown and to infuse the Downtown Core with activity, continue to explore the potential to promote new hotel, motel and visitor condominium development in the Downtown.
7. *Accommodate the Expansion of Patagonia.* Patagonia has been identified as an irreplaceable asset to the Downtown. Establish an ongoing relationship with this important Downtown business that keeps the City apprised of Patagonia's expansion plans. Encourage Patagonia to establish a retail outlet in the Downtown Core.
8. *Promote the Development of Live/work Facilities to Accommodate the City's Population of Artists and Craftspeople.* Promote the construction of live/work units in several areas to the north of Main Street adjacent to State Route 33. Make the most of any salvageable remnants of former industrial and other uses in the area to create a small subdistrict with a unique character that becomes a haven for Ventura's artists and craftspeople.

Public Investment:

To complement private sector actions in the Downtown, the City will work toward the completion of the following projects:

1. *Figueroa Street Improvements:* Palm Trees, Ornamental Lights, Center Island
2. *Ash Street Improvements:* Palm Trees, Ornamental Lights
3. *West Side Neighborhood Parks*
4. *Mission Park Amphitheater*
5. *East Main Street Improvements:* Street Trees, Ornamental Lights
6. *California Street Off Ramp Relocation to Oak Street*
7. *Thompson Boulevard:* Street Trees, Ornamental Lights
8. *Olive Street/Thompson Boulevard Re-alignment:* Subject to future study
9. *Regional Bus Station and Proposed Train Station*

Chapter IV.

LAND USE & URBAN DESIGN



LAND USE & URBAN DESIGN

This element identifies the types and intensities of development planned for the Downtown Specific Plan Area, and provides basic policies for the form of public and private sector investment. Regulatory requirements to implement these policies are contained in Chapter X, "Development Standards and Design Guidelines."

Policy Framework

Land Use and Development Intensity

Three major Planning Area land use designations are established for the greater Downtown area: *Downtown Core*, *Downtown Residential*, and *Corridor Renovation*. They are the basis for the development standards and design guidelines contained in Chapter X. The Planning Area boundaries are illustrated on the "Planning Areas" map on the following page. Eight *Special Areas* for planned development are also established. The Planning Areas and *Special Areas* are configured to respond to the Downtown districts and Revitalization Strategy described in Chapter III.

In accordance with the Revitalization Strategy, development intensities for both commercial and residential development are higher than they are in other locations within the City. The Planning Areas also simplify development review somewhat by reducing the number of land use designa-

tions from approximately twenty, under pre-Plan zoning and the Downtown Redevelopment Plan, to eleven. The "Planning Areas" map on the following page identifies the boundaries of the Planning Areas:

Downtown Core Area is designated for the central portion of the Specific Plan Area. It includes Main Street, California Street, and blocks east to between Ash and Chestnut and west to Figueroa Street. Commercial and multi-unit residential development are permitted throughout the *Downtown Core Area*, however ground floor retail or restaurant use is required along Main and California Streets and Figueroa Street adjacent to the Mall (i.e. the "Peirano Block"). Commercial uses are permitted to a maximum development intensity of 2:1 floor-area-ratio (FAR). Residential uses are permitted to a maximum density of fifty-four units per acre; a minimum density of twenty units per acre is required.

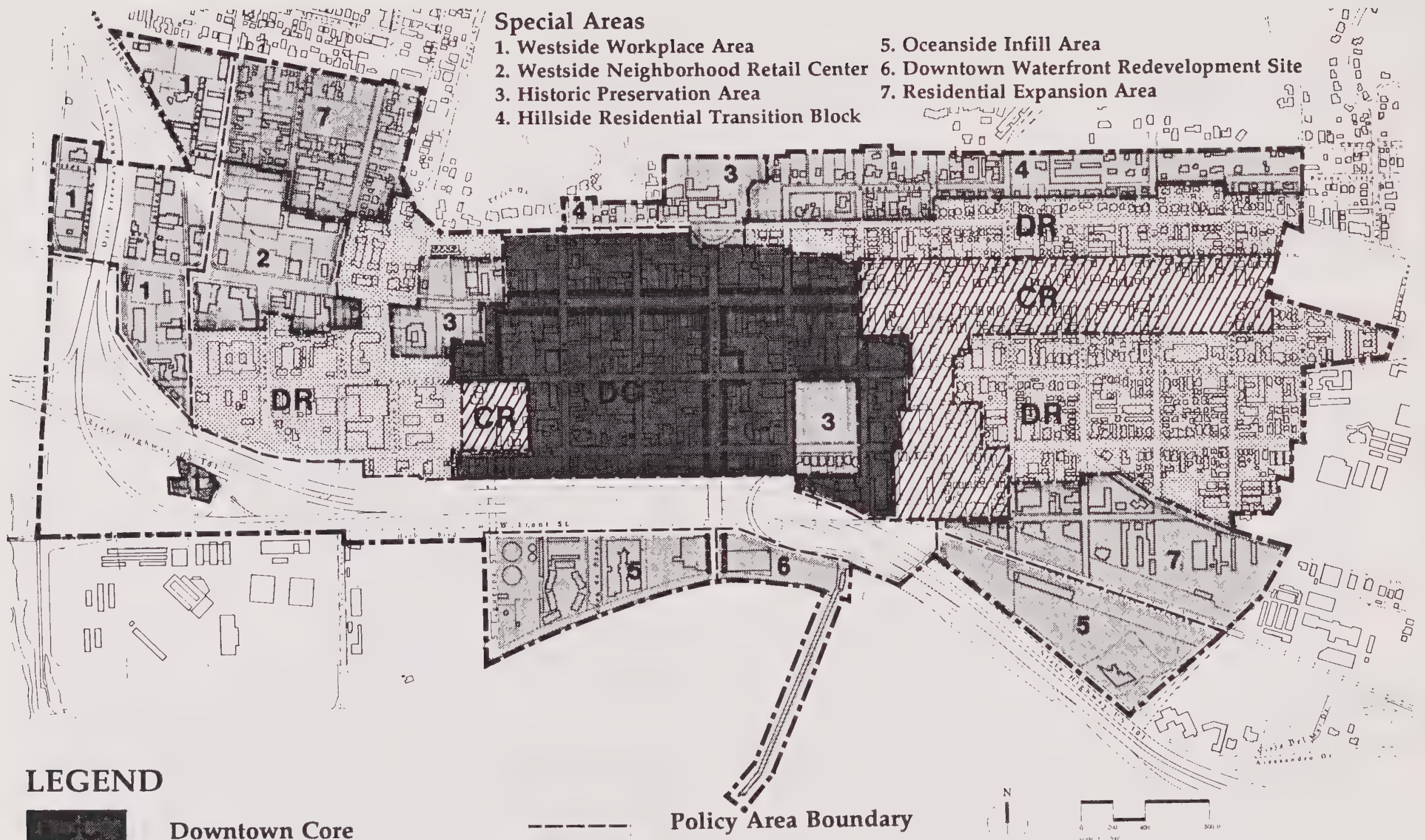
Downtown Residential Area is designated for flanking lands to the east and west of the Core. The "Residential Densities" plan on the following page indicates densities for two subareas within this larger area. Areas to the east of the *Downtown Core* are designated as a *Neighborhood Renovation Area*. As described in Chapter III, this area will be stabilized as a reservoir of single-family housing. Because of the area's proximity to the Downtown Core, second units will be allowed, however new multi-unit development will not.

East and west of the *Downtown Core Area* are the *Urban Residential Areas*. A range of residential densities and building types will be permitted in this area, from single-

family detached development at a minimum density of twelve units per acre (3,500 SF lot size) to townhouses, to multi-unit buildings at a maximum density of fifty-four units per acre. The standards and guidelines for *Downtown Residential Areas* in Chapter X ensure that different housing types will be compatible in scale; they focus on *form*, rather than *density*, as the basis for establishing a new urban residential neighborhood. Within the *Downtown Core Area*, a minimum density of twenty units per acre is required for "Urban Residential" development.

Corridor Renovation Area is designated along Main Street east of the *Downtown Core Area*, and along Figueroa Street between Santa Clara Street and Thompson Boulevard. Both residential and commercial uses are permitted in these areas, however commercial buildings must have a residential form and scale. Maximum commercial development intensities are not established for *Corridor Renovation Areas*, however the maximum intensities feasible under the standards and guidelines is approximately 0.5:1. Residential development is permitted to a maximum density of fifty-four units per acre, provided special frontage requirements are met.

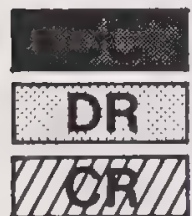
Special Areas have unique existing land uses or development opportunities. As a result, they require special policies, rather than the general standards and guidelines established for the three major Planning Areas. *Special Areas* include the Pierside area at the waterfront and a number of Historic spaces and buildings, such as the Mission, City Hall, and Plaza Park. Special Area poli-



Special Areas

1. Westside Workplace Area
2. Westside Neighborhood Retail Center
3. Historic Preservation Area
4. Hillside Residential Transition Block
5. Oceanside Infill Area
6. Downtown Waterfront Redevelopment Site
7. Residential Expansion Area

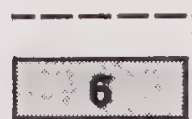
LEGEND



Downtown Core

Downtown Residential Area

Corridor Renovation Area



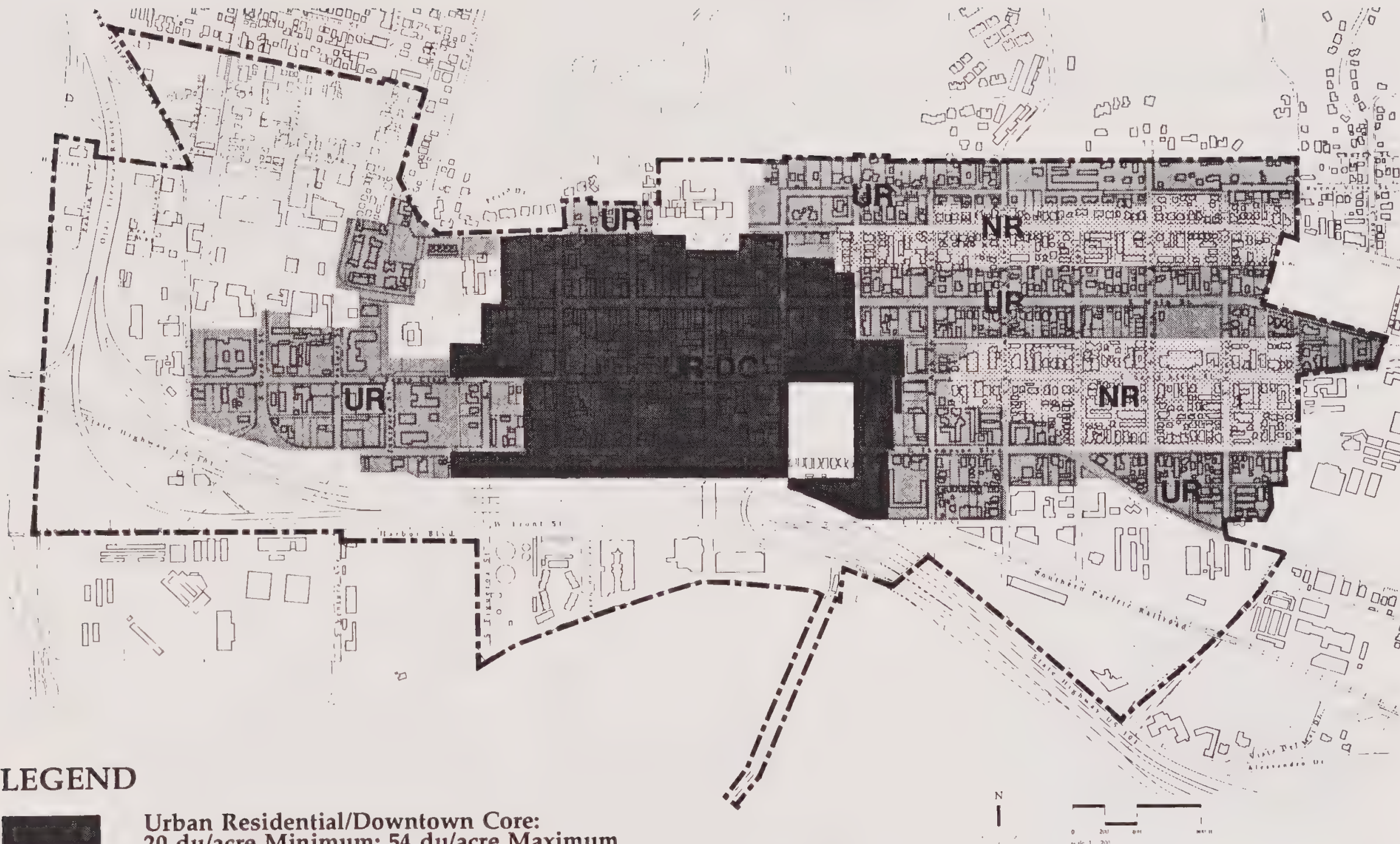
Policy Area Boundary

Special Area



Ground Floor Retail Required

DOWNTOWN VENTURA PLANNING AREAS



DOWNTOWN VENTURA RESIDENTIAL DENSITIES

cies are described in more detail later in this Chapter.

Plan Buildout

Development *permitted* within the Downtown Specific Plan Area is likely to be significantly different from the development that is *likely* to occur. Both market feasibility and parcel development constraints lower the estimates of buildout from the maximum level that would occur if every site within the Downtown Specific Plan Area were to be redeveloped according to the maximums permitted under the Specific Plan.

For example, a floor-area-ratio of 2:1 is permitted in the *Downtown Core Area* (i.e. 2 square feet of building space for every 1 square foot of land area). This intensity of development typically requires multi-level parking, either in a structure or underground. Land values may not be high enough to justify the cost in the near term. If development of this intensity were proposed, however, the increased concentration of employment would further Downtown revitalization goals and the Plan would permit it. A similar comparison applies to residential development; densities of fifty-four units per acre typically require "podium" parking garages.

Existing patterns of ownership and parcelization will also limit the amount of new development that can occur. Parcels in many locations throughout the Downtown Core are small, making land assembly and redevelopment difficult. Existing uses in many locations are solid, and unlikely to be displaced by "higher and bet-

ter" uses in the near term. For the purposes of traffic, circulation, and infrastructure planning, then, buildout is not a case in which all areas within the Downtown Specific Plan Area are developed to the maximum level *permitted*. Buildout is the most desirable outcome likely over the Plan's twenty-year time horizon. Office buildings are assumed to be two to three stories in height, with a combination of surface and structured parking. Residential development is mixed between underground and surface-parked development. Parcels that have a high "potential for change" are assumed to be redeveloped over the period. Parcels with viable existing uses are not.

These estimates of the form and location of new development were the basis of the "5-7 Year Objectives" and "15-20 Year Objec-

tives" plans contained in Chapter III. The cumulative total of development from these plans are the operative buildout estimates used for traffic modeling to determine a threshold for the capacity of Downtown's roadway network (see Chapter VI, "Circulation & Transportation"), and for environmental analysis and CEQA documentation. The estimates are grouped according to Downtown district. They are summarized in Table 4.1 below:

If in the future there were to be clear indications that levels of buildout were likely to be significantly higher than these estimates over the twenty-year time horizon of the Specific Plan, its land use, intensity, and circulation policies would need to be reevaluated.

Table 4.1
Estimated Buildout

	Residential (Units)	Office (SF)	Retail (SF)	Visitor (Units)
East Side Neighborhood	35	—	10,000	305
Downtown Core/Oceanside	250	492,00	108,00	460
West Side Neighborhood	895	60,000	—	—
TOTAL	1,180	570,00	123,00	620

Note: All estimates are net new development.

Height and Setback

Together, building heights and setbacks determine the manner in which streets and other public spaces are shaped and defined. The “Height and Setbacks” plan on the following page gives a sense of the basic form of development established for the Downtown Specific Plan Area. It parallels the “Planning Areas” map, in that it illustrates the height and setback development standards contained in Chapter X.

Because development intensities are greatest Downtown, buildings are tallest, setbacks are smallest, and street spaces are relatively “tight” visually. In general, a three-story height limit, with an option for a fourth floor depending upon roof type, applies to commercial and multi-unit residential areas. Special architectural features may exceed height limits subject to City review. A minimum building height of twenty feet is required along Main Street and California Street to define the street space along these important retail frontages.

All buildings within the Downtown Specific Plan Area are required to face streets or public ways directly except along arterials, with the principal building entrance clearly visible. *Downtown Core* commercial buildings are required to be built to the right-of-way. In *Downtown Residential Areas*, setbacks vary from 15 to 30 feet, depending upon street type, to provide a higher-density version of a traditional front yard space. No setback is required in the *Downtown Core Area*.

Public Realm

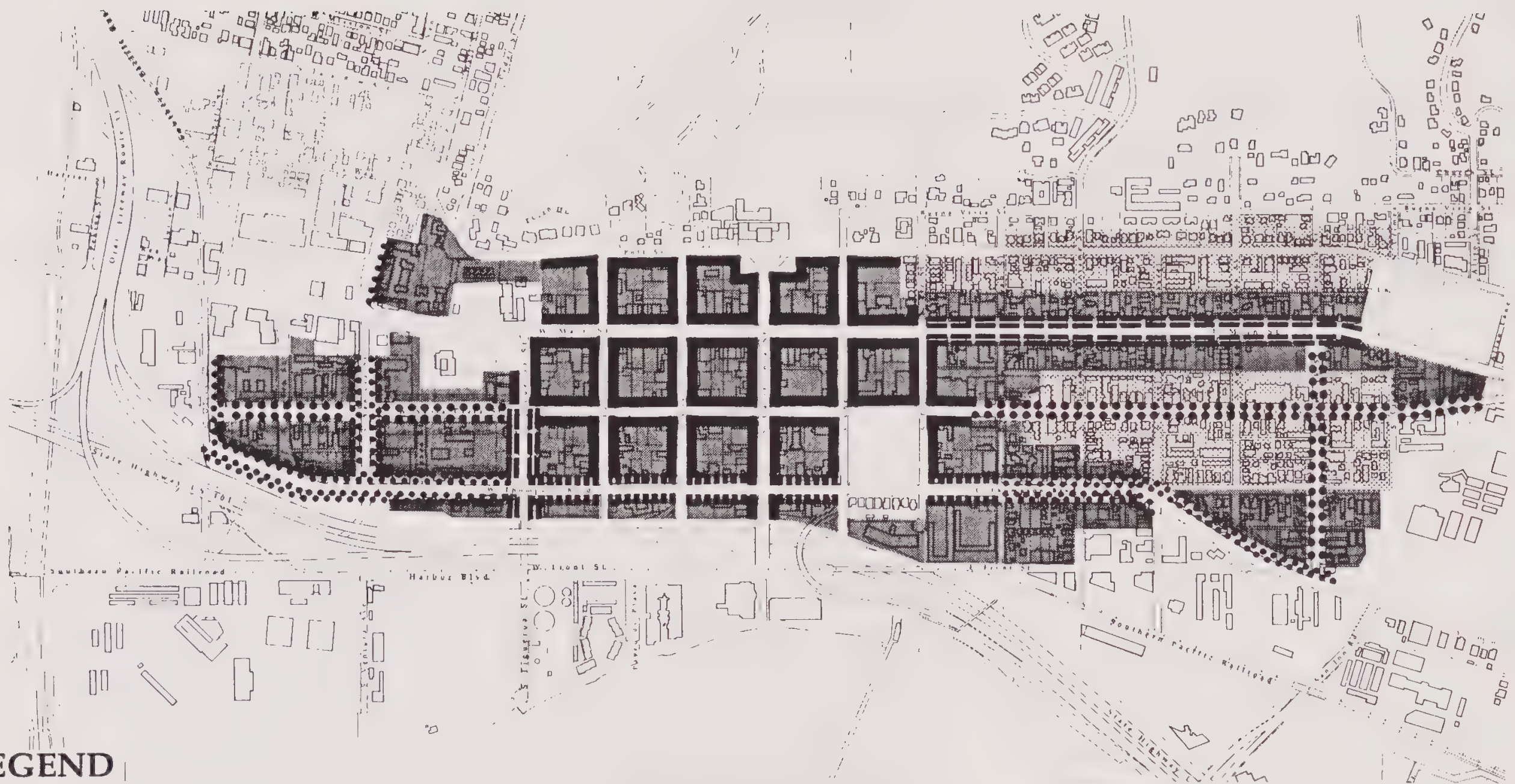
The public realm is a community’s or district’s network of important public spaces and places - plazas, squares, and parks; special streets, open space trails and paths; and public buildings and other facilities. The policies in this section establish the elements of an attractive and contiguous Downtown public realm. They encompass existing features in Downtown and new elements proposed by this Plan to be provided as part of future public and private sector actions. The goal is a clearly-perceptible structure of public destinations and connections between them that provides Downtown Ventura with a distinct and memorable overall form.

The major elements of the public realm are indicated on the “Public Realm” plan on page 51 and listed below. Proposed elements are described in more detail under “Special Areas Policies,” later in this chapter.

- *Public Buildings and Landmarks* - These include the existing City Hall; Mission San Buenaventura; County Historical Museum; Downtown Post Office, Library and schools; and the proposed Downtown Train Station and Downtown Landmark. It is essential that all major existing public buildings remain Downtown, and that new ones are also located Downtown.
- *Plazas and Squares* - These are created for high levels of pedestrian use as well as visual and symbolic purposes. None exist in Downtown Ventura today. Two are proposed: “Downtown Plaza” at

the corner of California and West Santa Clara Streets, and “Pierside Plaza” adjacent to the Ventura Pier.

- *Parks and Greens* - These include existing spaces, such as Plaza Park, Mission Park, Cemetery Memorial Park, and the “crescent” in front of City Hall, and new “neighborhood greens” recommended for residential areas.
- *Promenade* - This includes the existing oceanfront Promenade, which connects the Ventura Pier to the Ventura River, and a proposed extension consisting of a minimum twenty-five foot wide bluff-top access easement along the bluffs of the Triangle Site.
- *Primary Shopping Streets* - These are Main Street, California Street, and a portion of Figueroa Street along the mall. High levels of destination-oriented foot traffic are anticipated here, and these streets warrant higher levels of pedestrian amenities such as attractive street trees, lighting, paving, benches, and other furnishings. Main Street and Figueroa Street have many of these amenities today; the Specific Plan proposes for them to be installed along California Street. California Street will serve a dual function as both a shopping street and as an important vehicular link between the Core and the Oceanfront.
- *Primary Pedestrian Streets* - These are streets that link one district to another, but do not necessarily provide for through-district circulation. In Downtown Ventura the streets are Figueroa,

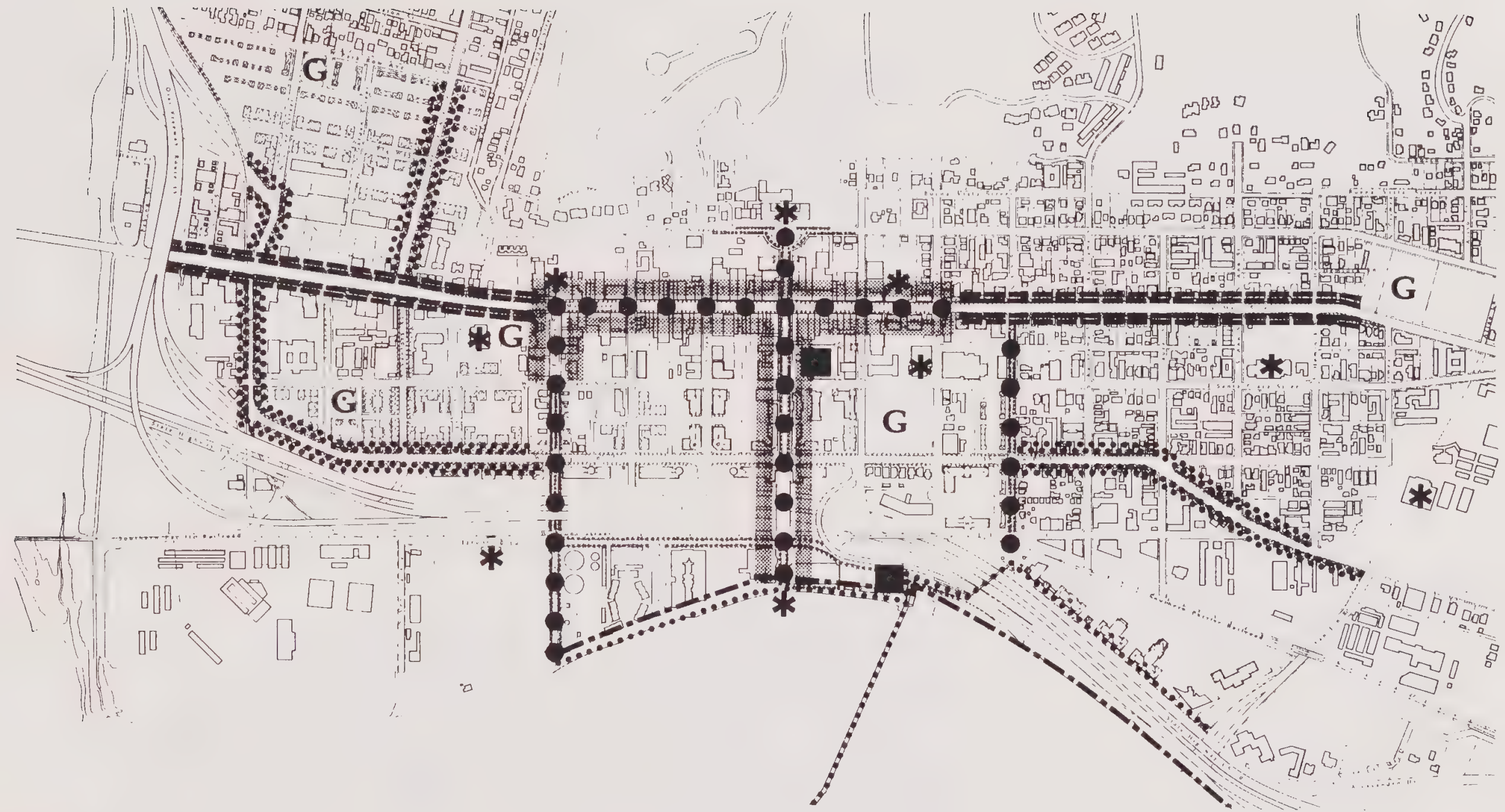


LEGEND

	R.O.W. Build-to-Line (Residential setback 15' max; not allowed on Main & Calif.) 20' Minimum Height		25' Build-to-Line*		15' Build-to-Line* 3-Story Maximum; 4-Story with Special Roof
	Variable Setback* 0' min./15' max. Commercial 15' min./30' max. Residential 20' Minimum Height		30' Minimum Setback*		15' Minimum Setback 2-Story Maximum; 3-Story with Special Roof
			15' Minimum Setback*		

* Setbacks and Build-to Lines measured from sidewalk easement.

DOWNTOWN VENTURA HEIGHTS & SETBACKS



LEGEND

*	Public Buildings and Landmarks	Promenade	=====	Boulevards
■	Plazas and Squares	▨	Primary Shopping Streets	Landscaped Parkway
G	Greens and Parks	● ● ●	Primary Pedestrian Streets	-----	Hiking/Bicycling Route

DOWNTOWN VENTURA PUBLIC REALM

California, and Ash. They link the Downtown Core and adjacent residential districts to the Oceanfront. In addition to special street trees and other improvements of a symbolic nature, bike lanes should be designated and corner curb “bow-outs” be installed at intersections to create a bicycle- and pedestrian-preferred environment.

- *Boulevards* - These are highly visible and symbolic streets or street segments that connect important districts and destinations. Traffic volumes are relatively high, streets are therefore highly visible, and the street space is defined by an attractive and relatively consistent frontage of buildings and street trees. Wider planting strips and walks balance pedestrian space with vehicular space, and deeper building setbacks create a grander scale of corridor. There are two boulevard segments proposed: Main Street east of the Downtown Core and Main Street west of the Downtown Core.
- *Landscaped Parkways* - These are streets that are heavily used and viewed, but function primarily for through-district circulation. Buildings do not need to create a consistent frontage, however large planting strips, consistent rows of street trees, and attractive walls and fences should create a pleasant driving and walking experience. Proposed landscaped parkway frontages are Thompson Boulevard east and west of the Downtown Core, and Ventura Avenue south of West Park Row Avenue.

- *Hiking/Bicycling Route* - This is a grade-separated way for exclusive pedestrian and bicycle use, connecting to other major elements of the Public Realm. The existing portion of the trail along the western edge of the Downtown Specific Plan Area serves part of this function today.
- *Alleys and Mid-block Pedestrian Ways* - Finally, there is a system of paths, mid-block passages, and alleys, that provides a protected network of connective public spaces within districts. Within the Downtown Core, alleys or pedestrian ways should be oriented in a north-south direction as feasible, to encourage movement between Main Street and the Oceanside District. Outside the Core, alleys or pedestrian ways should be east-west oriented to encourage movement to and from the Core. Privately-maintained, publicly-accessible mid-block easements are proposed through new Downtown housing blocks to create a network of through-block connections. (In some blocks, mid-block alleys already provide this access.) This would serve local residents and provide an alternative to streets for residents interested in walking or biking to or through Downtown Ventura. In the Downtown Core, these kinds of connections are encouraged to provide access to mid-block parking lots.

Pedestrian improvements and amenities in each area must be varied according to the type of district they are in. In the Downtown Core, pedestrian improvements should be concentrated to encourage shop-

ping and lingering. Along Main Street east and west of the Core they should create a pleasant, yet more linear, pedestrian environment to *encourage* residents in adjacent districts to walk to the Downtown Core.

Pedestrian-oriented intersection and street improvements along California Street between Poli and Harbor Boulevard are important to attract and encourage residents, employees and tourists to walk between Downtown Core and Oceanside District shops, businesses, hotels, services, cultural destinations, and the beach. The highest quality materials and elements should be used at places of gathering and arrival, as these places are “on display” and symbolic of the quality of the City. These and other policies to shape the public realm are incorporated in the development standards and design guidelines contained in Chapter X.

Special Areas Policies

Seven *Special Areas* are established:

1. Westside Workplace Area
2. Westside Neighborhood Retail Center
3. Historic Preservation Area(s)
4. Hillside Residential Transition Area(s)
5. Oceanside Infill Area(s)
6. Downtown Waterfront Redevelopment Site
7. Residential Expansion Area(s)

Each *Special Area* has its own general policy directives with respect to use and development. Unless otherwise noted, however, the design guidelines for commercial and residential development contained in Chap-

ter X should apply to *Special Areas* as appropriate.

1. Westside Workplace Area

The *Westside Workplace Area* is located adjacent to State Route 33 at the western edge of the Downtown Specific Plan Area. It has two subareas, one north and one south of Main Street. North of Main Street is a small, existing light industrial and warehouse area that straddles State Route 33; the historic Ortega Adobe is located along the Main Street frontage, just west of the Southern Pacific railroad line. This area is design-

nated as the "Live/Work Area." It is established to provide an alternative living environment for Ventura's population of artisans and craftspeople. Existing M-2 and DTR zoning designations in this area shall be changed to a Mixed-Use Zone designation to allow existing industrial spaces to be renovated or redeveloped for artists/artisans lofts and other live/work configurations, subject to City review. The Specific Plan's development standards and design guidelines would not apply in this area.

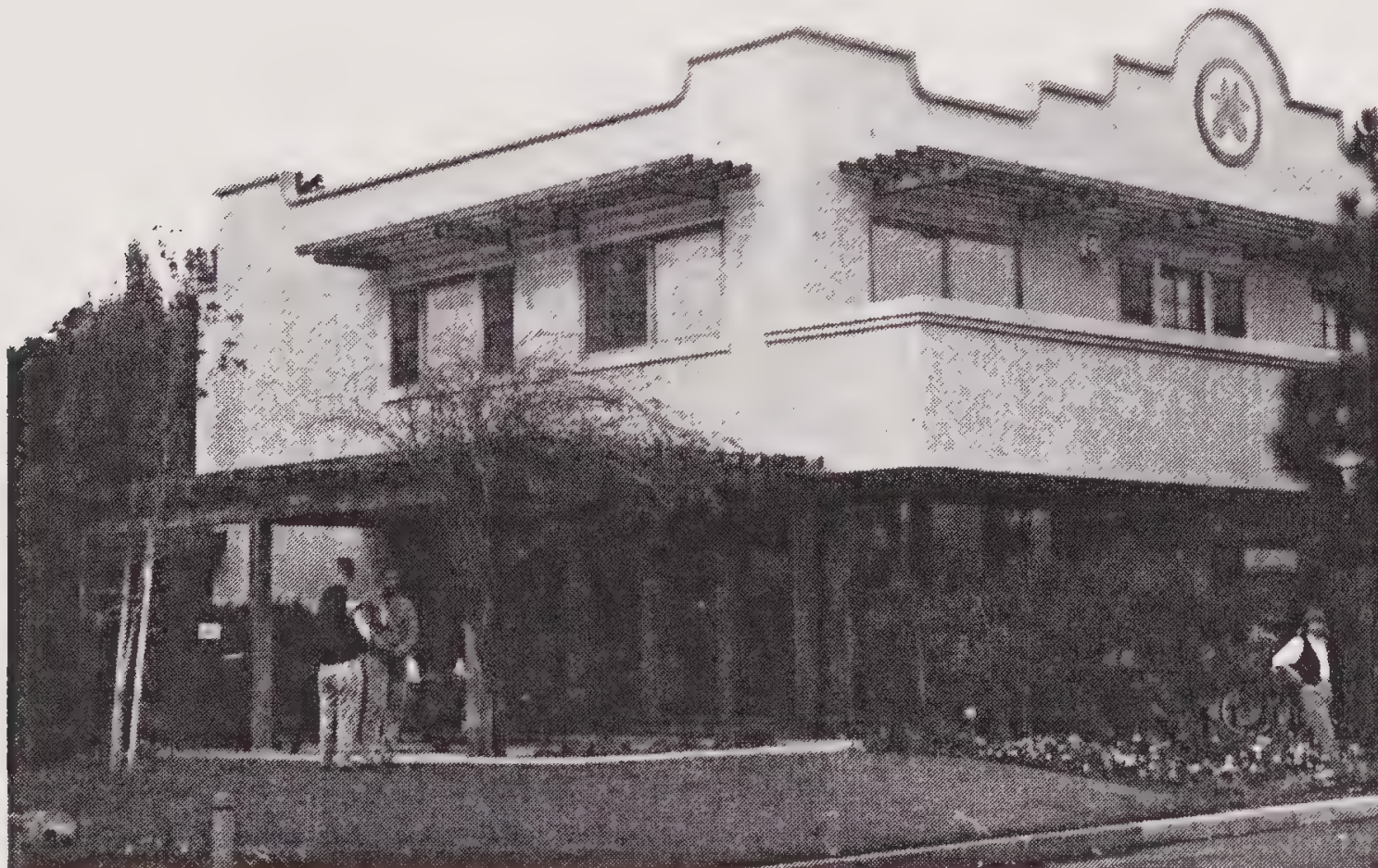
South of Main Street and west of Olive Street is a somewhat larger area, containing

a small oil distribution facility, a gas station, and, most notably, the corporate headquarters of "Patagonia," a national manufacturer of recreational sportswear. Patagonia occupies the historic, Spanish-style Great Pacific Iron Works building on Olive Street, as well as two other buildings that it has either constructed or renovated, and it is still growing. The existing complex includes assembly and packaging facilities, as well as a cafeteria, tot lot, and day care center. Patagonia is one of Downtown Ventura's major employers and one of the City's most prestigious businesses. Maintaining the Patagonia facility is a priority of the Specific Plan.

The area south of Main Street is therefore designated as the "Patagonia Expansion Area." The City and Redevelopment Agency should assist Patagonia if it plans to expand its facilities in the future. The Specific Plan's standards and guidelines for *Downtown Core Area* commercial development should be applied to new office and assembly buildings at such time as they are proposed. The "15-20 Year Objectives" plan indicates the recommended location of buildings. Two new two-story buildings, totaling approximately 60,000 square feet in floor area, are shown along the Main Street frontage. They create a symmetrical gateway into the facility, defining a campus space inside.

2. Westside Neighborhood Retail Center

The *Westside Neighborhood Retail Center* is located just east of the *Westside Workplace Area*, from Julian/Olive Streets to the east



Patagonia occupies the historic, Spanish-style Great Pacific Iron Works.

Westside Neighborhood Retail Center



- 1 Mission Plaza
- 2 South of Main Street, West of South Garden Street
- 3 South of Main Street, East of South Garden Street
- 4 Southeast Corner of Main Street / Ventura Avenue

side of Ventura Avenue. It has four subareas, all currently with commercial/retail development (see diagram). North of Main Street is the "Mission Plaza Shopping Center," containing a Von's supermarket, Thrifty Drug Store, Burger King, and a number of other businesses. Mission Plaza is a strong economic entity, serving a large population base to the north and east. It is unlikely to be redeveloped for another use during the twenty-year time horizon of the Specific Plan. If it were, however, the new use should be "Urban Residential" in accordance with the Plan's standards and guidelines. The site for an additional supermarket and associated businesses, if needed in the future, should be within the Core.

South of Main Street, West of South Garden Street is a small, recently-developed shopping center containing a restaurant, photocopy services, and other businesses. Like Mission Plaza, this shopping center appears economically strong, competes directly with the Downtown Core, and is unlikely to be redeveloped. Long-term policy recommendations for this center are the same: the new use should be "Urban Residential" in accordance with the Plan's standards and guidelines, and replacement commercial space should be located within the Core.

South of Main Street, East of South Garden Street is an older storefront commercial frontage, a vestige of old Main Street. Buildings have recently been renovated and a shared parking lot has been constructed to the rear of them. Auto-related retail businesses predominate here. This block frontage should remain in commercial use; new construction or renovation should adhere

to the Specific Plan's *Downtown Core Area* standards and guidelines for storefront buildings. If over the long term commercial uses in the two adjacent subareas redevelop, this block would remain to serve as a small, local-serving convenience center.

Southeast Corner of Main Street/Ventura Avenue is currently under a Redevelopment agreement for commercial office use. It is unlikely that this parcel will redevelop for



Mission San Buenaventura is a State Historic Landmark.

residential use during the time frame of the Specific Plan. However, if it does, policy recommendations for this parcel are "Urban Residential" in accordance with the Plan's standards and guidelines, and replacement commercial office space should be located within the Core.

3. Historic Preservation Areas

Downtown's historic resources are a source of community pride and economic value. The Specific Plan acknowledges and provides policies as appropriate for Downtown's three most important and visible historic areas: Plaza Park and the Mitchell Block; Mission San Buenaventura and Mission Park; and City Hall.

Plaza Park is located in the southeast portion of the Downtown Core. It contains a landmark "Moreton Bay Fig" tree and is currently the largest public gathering space in Downtown. It is flanked by the main Post Office on the north and office buildings and banks on the east and west. South across Thompson Boulevard from Plaza Park is the Mitchell Block, a frontage of houses renovated for office and professional services uses. Both Plaza Park and the Mitchell Block have "Historic District (HD) Overlay" zoning designations to preserve existing features. The HD designation requires Historic Preservation Commission review of development and public improvement proposals, and should remain. Mission San Buenaventura and City Hall are both State Historic Landmarks, on the National Historic Register, and prominent features of the Downtown Core. The Specific Plan contains no policies or recommen-

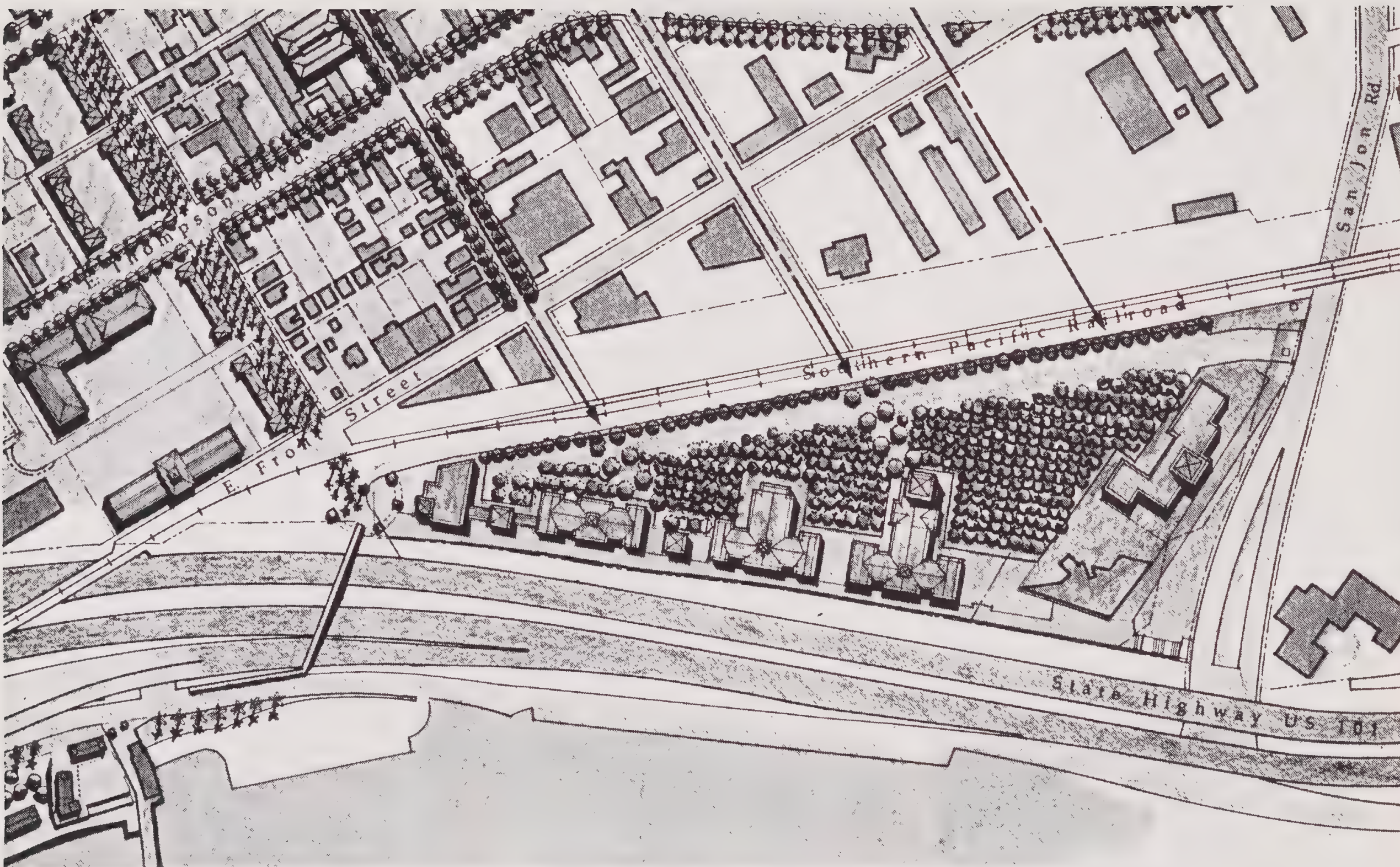
dations that would change the character of the Mission, City Hall, or their immediate surroundings. Both sites should, however, be designated Historic District Overlay Zones. Pre-Plan zoning for City Hall is "Commercial" (C-2); pre-Plan zoning for the Mission is D-T-R.

Mission Park contains foundations of buildings once associated with the Mission, and another landmark "Moreton Bay Fig" tree that is a companion in symbolic terms to the one in Plaza Park. The site should remain in public use, and like the Mission and City Hall it should have an Historic District Overlay Zone designation. Due to the Park's "anchor" location relative to the eastern portion of Main Street, however, activity-generating uses and/or facilities should be considered for Mission Park, provided the "Bay Fig" is undisturbed and the historic foundations are respected. The use preferred during the Specific Plan workshops was a small outdoor amphitheater for concerts, plays, and other events associated with Downtown, the Mission, or the Ventura County Museum of History and Art.

4. Hillside Residential Transition Areas

These areas are located along the northern side of Poli Street, east and west of City Hall. They function as a boundary between the urban Downtown Core to the south and a more "rural" hillside residential area to the north.

The Specific Plan's standards and guidelines for "Urban Residential Areas" (Chapter X) should apply. New multi-unit buildings,



OCEANSIDE INFILL AREA
"TRIANGLE SITE"

renovations, and additions should have a formal appearance compatible with Downtown's older residential structures; e.g. buildings should parallel streets and have main entrances and stairs that face the streets directly. However, setbacks should be the same as or very similar to those of adjacent older structures, rather than those established in the development standards for "Collector" streets. Due to the area's hillside location and high visibility from both above and below, sloped roofs should be required; building heights should be a maximum of three stories, rather than four stories. Any property zoned R-1, R-2, R-3, or RPD north of Poli Street shall comply with maximum heights for hillside areas per City Zoning Ordinance.

5. Oceanside Infill Area

The *Oceanside Infill Area* has two subareas. The largest and most important is the 15-acre "Triangle Site," adjacent to Sanjon Road. Existing uses on the site - a "Chart House" restaurant and an SPRR storage shed - comprise approximately 5 acres; the remainder of the site is vacant.

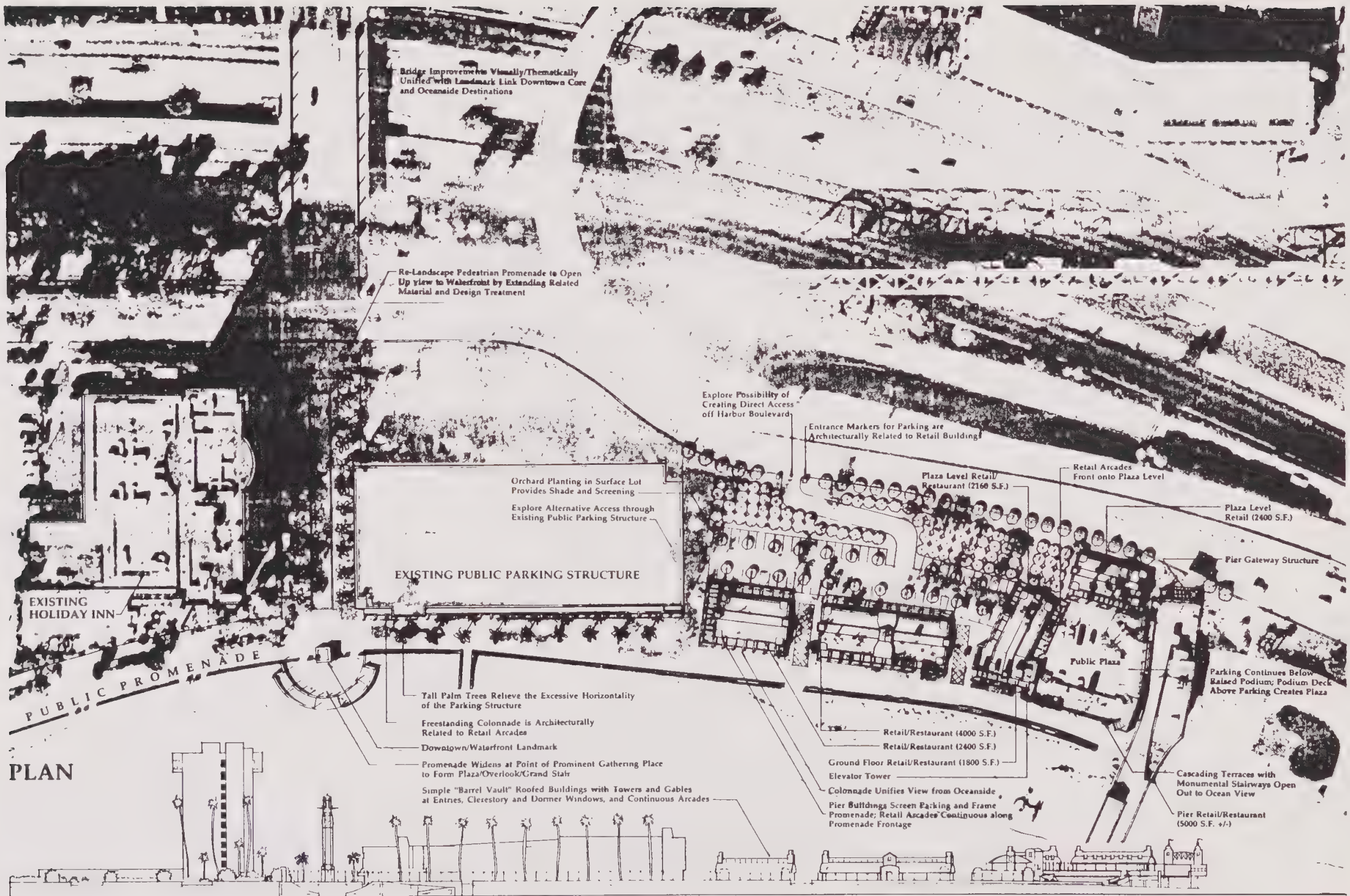
The Triangle Site's close proximity to San Buenaventura State Beach and Ventura Pier, and its dramatic, bluff-top views of the Ocean make it especially desirable for tourist accommodations. The Specific Plan identifies the Triangle Site as a preferred location for hotels, inns, and time-share condominiums, consistent with some aspects of its pre-Plan C-T-O (Commercial - Tourist-Oriented) zoning designation. New, free-standing commercial uses (i.e. not incorporated within a hotel) shall not be permitted,

however. They would compete with the proposed Pierside Plaza development and could stretch Oceanfront specialty commercial uses too far from a market perspective.

The policies listed below shall also apply to new development on the Triangle Site. They are illustrated by the plan diagram on the preceding page.

- a) A "Promenade Extension" public access easement shall be required along the top of the bluffs as part of new development; it shall be a minimum of twenty-five feet wide and extend from the existing pedestrian bridge at the northeast corner of the site to the edge of the bluffs above Sanjon Road.
 1. A pedestrian space with pergola or other design elements shall be constructed adjacent to the pedestrian bridge, to mark the end of the Ash Street view corridor and form an attractive gateway to the bridge.
 2. At the opposite end, a grand "civic" stair should descend to Sanjon Road and allow for pedestrian access across Harbor Boulevard to the State Beach.
 3. The Promenade Extension shall have either an attractive low wall or other low height design element along its southern side that would reduce the visibility and sound from Highway 101 somewhat, while retaining a continuous vista of the Ocean.

- b) New hotels, inns, and other buildings must be built-to and parallel with the Promenade, with a major oceanside building entrance located directly on it. A setback of up to twenty-five feet from the landward boundary of the "Promenade Extension" public access easement shall be permitted provided the setback space is occupied by a veranda, terrace, or other semi-public space. Minimum building height shall be twenty feet. Maximum height for lodging uses only shall be four floors and 45 feet, only if such heights will not have visual impacts to the existing horizons and ridgelines, from public vantage points. The 45 foot height limit shall not apply to specific architectural design features such as bell towers, stair towers, cupolas, roof parapets, kiosks, change in roof elevations and roof monuments which do not add square footage, floor area or stories to the building and which do not exceed 20 feet above the required height limit. Such impacts shall be determined through a visual impact analysis.
 1. The style of buildings should be a loose mixture of Victorian and Spanish characteristics, consistent with the tradition of California's beachfront grand hotels; see discussion of style for "Pierside Plaza," Special Area 7, below.
 2. Buildings should provide prominent roof and tower features to create an attractive and varied roofscape as seen from surrounding Downtown areas and



PLAN

ELEVATION

SPECIAL SITE

PIERSIDE REDEVELOPMENT CONCEPT

the Oceanside District. Where possible, special roof features should be located on axis with north-south streets to the north.

3. The Specific Plan's standards and guidelines for development shall apply as appropriate. Most relevant are guidelines for "Building Massing and Organization" (with the exception of the requirement for a minimum 50-foot module; building modules may be larger) and "Storefronts" under Downtown Core Area, and the "Architectural Style" and "Site Improvements" guidelines.

Paseo de Playa, adjacent to the Holiday Inn, is an area that includes two multi-unit residential complexes and an oil storage tanks site. If these sites are redeveloped the policies established for the Triangle Site shall apply, with the exception of the requirement for the Promenade Extension.

6. Pierside Redevelopment Site

Ventura's identity and economic vitality as an oceanside community hinge on strong connections between Downtown and the Oceanfront. Creating a major oceanfront destination for residents and visitors is a key element of the Revitalization Strategy.

A "Pierside Plaza" complex of retail and restaurant buildings should be developed adjacent to Ventura Pier. A minimum of approximately 18,000 square feet of commercial space is recommended along the Promenade between the City parking ga-

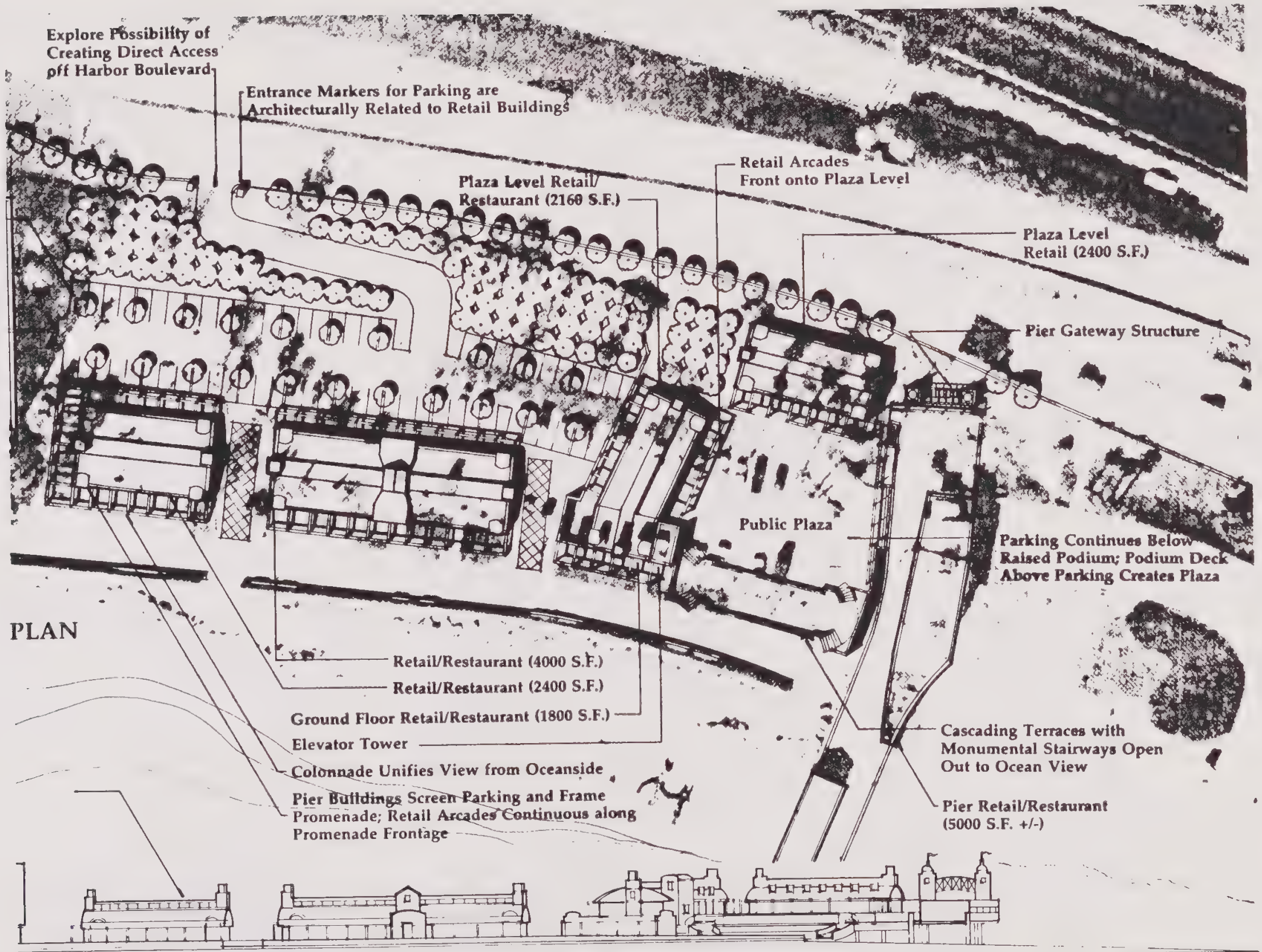


New Pierside development will combine with existing businesses on the Ventura Pier to establish the Oceanfront as a destination.

rage and the Ventura Pier. This additional development will combine with businesses on the Ventura Pier to establish the Oceanfront as a destination and create an anchor for the California Street commercial spine. The Specific Plan's standards and guidelines for the *Downtown Core Area* apply, especially those for commercial storefronts. The development policies listed below shall also apply. They are illustrated by the

plans and illustrations of the Conceptual Design on the following pages. Specific details may vary with further development.

- a) A series of buildings should line the Promenade with a continuous arcade. Parking should be located to the rear.
 1. Spaces between buildings should be designed as prominent pedestrian "gateways" between parking areas and the Promenade.
 2. The rear side of Promenade-facing shops should be attractive, with rear entrances provided. Rear-facing storefronts may also be developed, provided a consistent commercial frontage is retained along the Promenade.
- b) A concrete deck should be constructed over a portion of the parking area to support an elevated, ocean-facing plaza that adjoins Ventura Pier. The plaza should be slightly lower than the pier, accessible from the Promenade and pier by ramps and steps.
 1. The plaza space should be framed by at least two commercial buildings. A small, mezzanine-level outdoor eating terrace and a cascade of curving steps are illustrated; these would provide a graceful transition between the Plaza and Promenade levels, and help to screen the underside of the Plaza deck from view.



SPECIAL SITE

"PIERSIDE PLAZA" CONCEPT

2. Commercial buildings should be configured to screen the parking area below.
- c) A monumental architectural gateway should be located at the roadside entrance to Ventura Pier to create both a memorable entrance to the pier and a dramatic drop-off point for the entire complex.
- d) The overall architectural style of the development should be a loose mixture of Victorian and Spanish characteristics suitable for beachfront recreational architecture. Exemplars include the Hotel del Coronado in San Diego and the buildings of the Santa Cruz boardwalk.
 1. Typical stylistic elements include simple gable-roofed building masses; small towers with ornamental motifs; light colored walls of stucco or clapboard; darker roofs and trim, with a Victorian level of surface articulation and detailing; painted metal window sashes and railings; arcades, covered passages, awnings, louvered doors and shutters; and other features designed to provide shelter from sun and wind and create an oceanside ambience.

7. Residential Expansion Area

Two *Residential Expansion Areas* are established. One is located on the West Side, including existing industrially-zoned lands north of Mission Plaza Shopping Center to Park Row Avenue. The other is located on

the East Side, bounded by Sanjon Road on the east, South Kalorama Street on the west, Thompson Boulevard on the north, and the Southern Pacific Railroad on the south. Today these areas contain a mix of both marginal and successful light industrial and building supply businesses. These land use patterns are a vestige of the days when the railroad was the primary source for shipping industrial and building materials. Over the years these areas have become something of an anomaly, however. The *West Side Residential Expansion Area* is bordered on the north and east by the "Ventura Avenue Neighborhood" and on the south by the Mission Plaza Shopping Center. The *East Side Residential Expansion Area* is bordered on the north by Cabrillo Middle School and on the south by the Oceanfront.

Dramatic pressures to change land use in the areas (requests for major variances, etc.) are unlikely to occur over the near term, and existing industrial zoning designations should remain. (A portion of the *West Side Residential Expansion Area* has a Mixed-Use Zoning designation, as indicated on the City Zoning Map.) However, if the West Side Neighborhood becomes substantially built-out with "Urban Residential" development during the time horizon of the Specific Plan, these areas should be considered for residential expansion with "Urban Residential" development as well. Additional housing units in these areas would bolster the Downtown Core and form an extension of the existing East and West Side Neighborhoods. Particularly on the East Side, new housing in the *Residential Expansion*

Area would be located in close proximity to existing schools and recreational facilities.

Urban Design Improvements

The urban design improvements described in this section should be constructed by the City of Ventura over a period of 5 to 7 years. They focus on strengthening the Oceanfront as a destination, and connections between it and the Downtown Core, as key elements of the overall Downtown Revitalization Strategy. The existing amenities provided by the beach, Promenade, and Ventura Pier will reach their fullest use and value to the community when integrated within the overall fabric of Downtown.

The urban design improvements will establish the three streets identified in the Public Realm policies as "Primary Pedestrian Streets" - California, Figueroa, and Ash - as highly visible connections between Downtown and the Oceanfront. Oceanfront area improvements will support the proposed "Pierside Plaza" development project, and enhance the Promenade as the place where Ventura meets the Pacific. Specific improvement projects include a "Downtown Landmark" on the Promenade at the terminus of California Street, pedestrian-oriented design features on the Highway 101 bridge overpass, and palm tree plantings along the Primary Streets.

Cost estimates and phasing and financing recommendations are contained in Chapter IX, "Implementation Element." A number of the more singular urban design improvements, such as the Downtown Landmark,



Pedestrian-scaled ornamental streetlights will be installed along California Street.

should be considered for the City's "Art in Public Places" program.

California Street

Street Design Concept

Existing parallel parking spaces south of Santa Clara Street should be restriped for angle parking, consistent with the parking configuration north of Santa Clara Street. New palm trees should be installed in

planters located outboard of the curbline between every three spaces; this approach makes sidewalk areas seem wider without actually widening them, and streets seem narrower without actually narrowing them. New, pedestrian-oriented ornamental street lights should be installed at a spacing of approximately 60' on center; existing "cobra-head" highway lights should be removed. Palm trees could be uplighted to make California Street an attractive "colonnade" at night. Benches and trash receptacles should be installed along the frontage.

Two special design features are proposed to help create a sequence of civic spaces that link Downtown to the Oceanside District:

City Hall Crescent

Improvements at the end of California Street should reinforce the prominence and visibility of City Hall. One approach is an arc of palm trees to give additional spatial emphasis to the existing semicircular island at the intersection of California and Poli Streets. Low, classically-styled precast concrete walls with vertical piers and dark ornamental metal fence panels spanning between them could be sited along the "outside" of the crescent, along the open space frontages across from the island. The wall would reinforce the semicircular space and create an entry to the Downtown and a frame for the City Hall.

New construction on the abutting parcels to the south will be restricted to three stories in height so as not to detract from the prominence of, or sight-lines to, City Hall.

Midtown Plaza

A plaza of approximately 10,000 square feet in area should be constructed adjacent to the intersection of California and Santa Clara Streets, the site of an existing park space and a central location along California Street. The plaza would provide a place for Downtown patrons and employees to rest, chat, and eat lunch. It could also function as a central gathering place for merchants' associations and City functions or be developed as a formally-programmed outdoor eating area as part of a larger project to support restaurant uses in adjacent buildings.

The plaza space would be primarily hardscape. It would be defined by an existing storefront building to the north and a colonnade/pergola or the proposed Downtown parking garage on the east (see Chapter VI). If constructed, the garage must include ground floor retail and/or restaurant space facing the plaza; it must reflect the standards and guidelines for Downtown



A landmark at the Oceanfront terminus of California Street will provide a powerful visual focus for the Downtown.



The new Downtown Plaza will provide a place for Downtown patrons and employees to rest, chat, and eat lunch ...



... and for special events

Core buildings, so that it appears more like a downtown office building than the typical stack of open-span parking "slabs." A sculpture, fountain, or other form of public art should be included near the corner to add identity and define the plaza space.

Oceanside District

The improvements described in this section are listed in sequence, extending from the southern end of California Street to the Promenade and Ventura Pier.

Highway 101 Bridge Improvements

The objective of these improvements is to increase foot traffic between the Oceanfront and the Downtown Core by making the bridge attractive, memorable, and very comfortable for pedestrians. Pairs of pylons (approximately twenty feet tall) should be constructed to form a gateway at each end of the bridge. In between, columns topped by luminaries, regularly spaced along the top of a continuous precast concrete wall, should be constructed to separate pedestrians from the roadway. A simplified classical style is recommended to link the bridge improvements with the City Hall and the proposed Downtown Landmark (see Downtown Landmark and Beach Overlook, below).

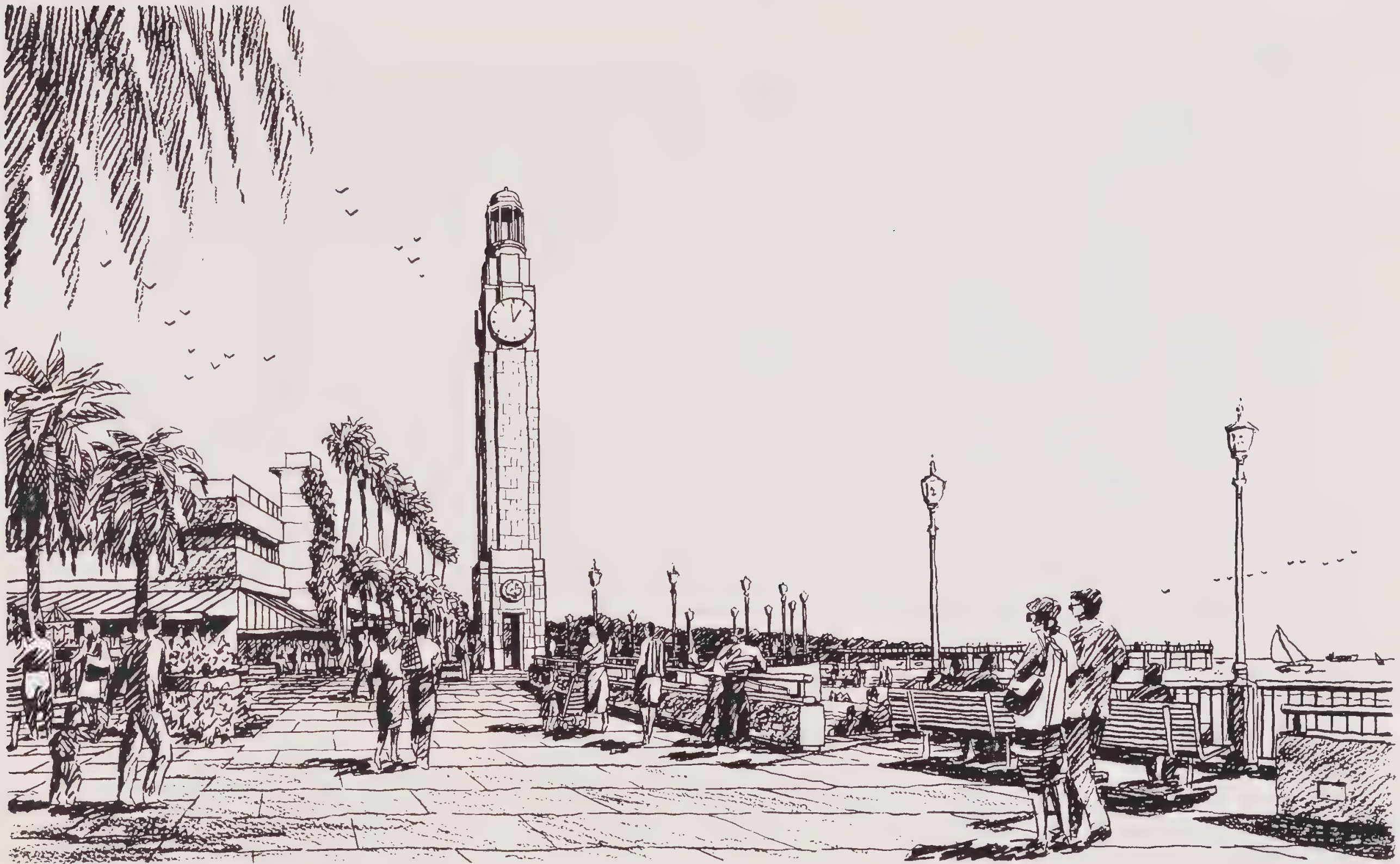
Mall Improvements

Smaller versions of the bridge pylons should be constructed to flank the entrance to the pedestrian mall at its entrance at Harbor Boulevard. The dense existing landscaping in the mall should be replaced by an open *allée* of regularly-spaced "Queen



DESIGN CONCEPT

CALIFORNIA STREET BRIDGE



DESIGN CONCEPT

DOWNTOWN LANDMARK



If constructed, the new Downtown public parking garage must include ground floor retail or restaurant uses facing the new Downtown Plaza.

Palms." This will open the view axis between the Promenade and Downtown and City Hall, giving pedestrians a sense of safety and clearer sense of the Oceanfront as a destination. Soft uplighting of the palm trees should be provided to create an inviting nighttime environment.

Downtown Landmark and Beach Overlook

A civic landmark tower should be constructed at the Promenade to terminate the California Street view axis and symbolically link the Oceanside District to Downtown and City Hall. It is also important from a "marketing" standpoint as the visual "spindle" that links California Street to the Promenade, proposed Pierside Plaza development project, and Ventura Pier.

The tower should be tall enough to be a distinctive new landmark on the skyline of Ventura, taller than the Holiday Inn parking garage and visible from all parts of the beach and from the ocean (see illustrations on the previous pages). The tower should be sheathed in precast concrete or light-colored terra-cotta, and have a simple classical style to link it to City Hall. A semicircular Beach Overlook (approximately sixty feet in diameter) is recommended to surround the tower and extend outward into the beach area. This new space would allow the tower to be located out of the main flow of pedestrian movement on the Promenade. With pedestrian-oriented ornamental lights and seating incorporated into its facing walls, the Overlook would be an attractive pedestrian destination in its own right. Curving stairs could connect the Overlook and Promenade to the beach below.

Parking Garage Arcade and Palms

A long term goal is to add retail frontage along the Promenade side of the parking garage; this will increase activity in what is currently an inactive space. In the short

term, vendors with free-standing carts should be encouraged.

With respect to public improvements, a freestanding arcade of columns and lights should be constructed in a line starting a few feet out from the southwest corner of the Holiday Inn parking garage and continuing parallel to the Promenade along the length of the garage frontage. This arcade should be the same or similar in form to the arcade provided along the Pierside Plaza storefronts, creating a consistent frontage that reduces the Pierside area's contrast with the garage. A row of *Washingtonia robusta* palms should be offset from the arcade along the front of the garage. Like the palms fronting the Holiday Inn tower, these palms would provide vertical contrast to the horizontal slabs of the garage and help to screen its boxy mass. Eventually, they would be visible above the garage from Downtown and provide another landmark to identify the Oceanfront area and Promenade.

Figueroa Street

The Figueroa Street corridor is important as the "seam" between the Downtown Core and West Side Neighborhood. It serves as a spatial sequence that links Downtown to the Fairgrounds and the proposed Train Station, and celebrates Mission San Buenaventura and connects it to the Ocean. Improvements described below support Figueroa Street's special role as a link between districts and a link to Ventura's past.



Figueroa Street Improvements will build on the form and character of the Mission and adjacent historic buildings.

Figueroa Plaza and Mission Park

The edges of the existing pedestrianized street should be strengthened, in both visual and functional terms, if the Plaza is to become an active public space. Visually, a row of trees and/or a formal fence/wall should be installed to define the eastern edge of Mission Park. A formal Victorian fence/wall should also be installed to reinforce the frontage at the Santa Clara House restaurant in line with the existing street-front commercial buildings to the north.

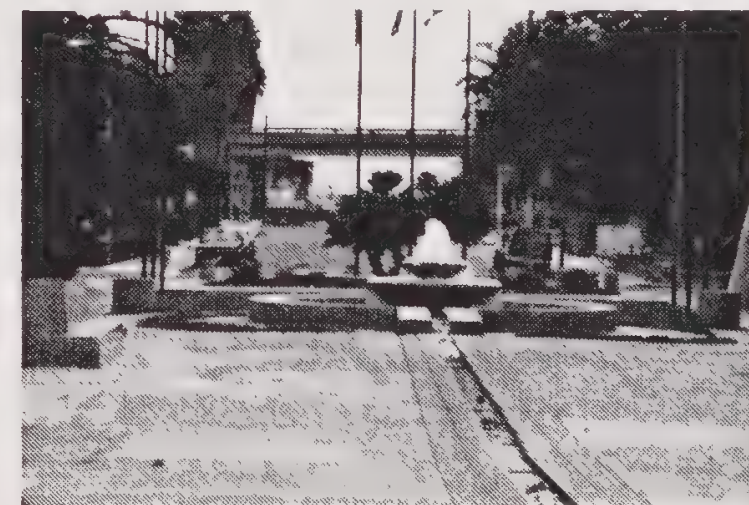
Monumental streetlights (about sixteen feet in height) in a style complementary to the Mission should be mounted at each end of the existing tiled planters to enhance the Plaza's role as the forecourt for the Mission. The mid-block existing passage system should be maintained to the extent possible.

Functionally, the Specific Plan encourages additional commercial frontage along the east side of the Plaza. In addition, an amphitheater for Downtown-related and educational/cultural events should be considered for Mission Park. The amphitheater

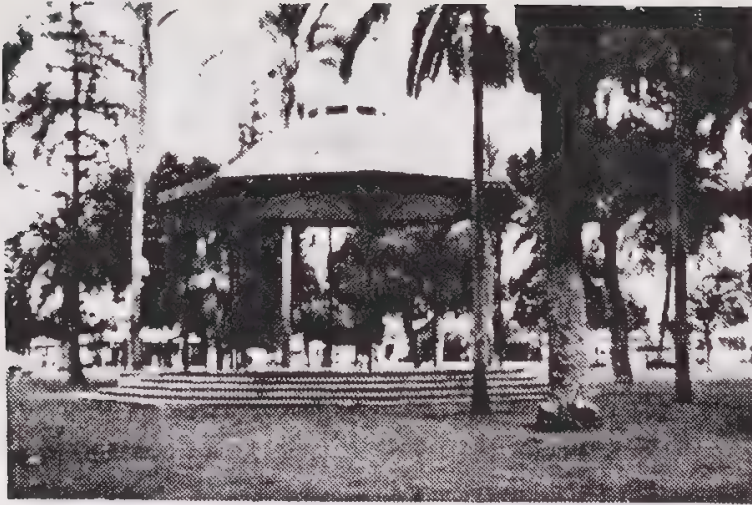
should be oriented to have a formal entrance gate on Figueroa Street Mall. The amphitheater should seat approximately 200 people; larger crowds could spill over onto surrounding lawn areas. The existing Landmark Fig Tree should be preserved, and timber and grass terraces should be employed to respect the Park's existing character.

Victorian Row

Between Santa Clara and Thompson Boulevard, Figueroa is evolving to become a street of Victorian structures, set back uniformly behind lawns and ornamental fences and walls at the right-of-way. The Specific Plan proposes that historic structures be relocated to this frontage from elsewhere in the city, and that new buildings complement and extend the character of the existing Victorian buildings on the block. Uses would be residential or professional offices. Mid-block passage spaces will be continued through this block, marked by small pedestrian gateways. The



Street improvements are planned to screen the view of the Highway 101 overpass from Figueroa Street mall.



A pavilion structure at the Oceanfront terminus of Figueroa Street will provide a pedestrian destination along the Promenade.

public parking lot on the eastside of Figueroa Street is being considered as a possible site for a new State Court of Appeals building. This building should be designed to fit in with and preferably reflect the Victorian character established for this portion of the street.

A linear traffic island containing a row of palm trees should be constructed in the center of the street between Santa Clara Street and the Freeway overpass. Palms should be planted in rows in planting strips along adjacent sidewalks as well, continuing south of Highway 101 to the Promenade. The palms will identify Figueroa Street as a Primary Pedestrian Street and a connection to the Oceanfront, in accordance with the Plan's Public Realm policies, and help to screen the view of the Highway 101 overpass.

Promenade Pavilion

A four-posted viewing pavilion should be constructed on the Promenade at the terminus of Figueroa Street. The pavilion will provide shade and a place for strollers to sit, and mark Figueroa Street as a pedestrian destination along the Oceanfront and a connection to the Mission and other points of interest Downtown. It will also mark the corner of the County Fairgrounds property.

Ash Street

Ash Street, like Figueroa Street, is a "Primary Pedestrian Street" that links Downtown to the Oceanfront and forms a boundary with adjacent neighborhood areas. Ash Street is less prominent than Figueroa in the overall fabric of Downtown, however, and improvements are more modest. Rows of palms should be planted along each side of the street from Main Street south to the railroad tracks. Corner curb bow-outs and bike lanes should be established as feasible. (Improvements to connect Ash Street south to the Highway 101 pedestrian overcrossing will be provided as part of private sector development of the "Triangle Site"; see policies for Special Area 6, above.)

Chapter V.

PARKING ELEMENT



PARKING ELEMENT

This section outlines existing and future parking demand, existing parking supply, and parking policies, standards and recommended improvements in the Downtown Specific Plan Area.

Parking Demand and Supply

The study area is the Downtown Core, a twelve-block area bounded by Poli Street on the north, Fir Street on the east, Thompson Boulevard on the south, and Palm Street on the west.

The concept of *shared parking* is adopted by the Specific Plan to determine parking demand. This method of measurement is used to avoid overestimating the overall parking demand for a mixed-use development or area by simply adding the peak parking demand for individual land uses. The effects of mode-split travel (transit, biking, walking, as opposed to using cars) and captive market (i.e. people that park in one space and visit more than one destination) were incorporated into the calculations. The mode-split and captive market rates are based on the report titled "Shared Parking" prepared under the guidance of the Urban Land Institute.

There are three types of parking available in the Downtown area: private off-street, public on-street, and public off-street parking spaces. The actual number of existing parking spaces was determined based on an in-

ventory of private and public parking spaces provided by the City.

Existing Demand and Supply

Parking demand in the study area was calculated based on the land-use types and quantities for each block. The results of the parking demand calculations for each block are shown in Table 5.1. ("Other" includes re-

tail, restaurant, and other downtown land uses; residential is not included.) The existing parking demand for the study area is about 1,217 spaces.

Parking spaces in the study area total approximately 1,885. The number of existing parking spaces are shown for each block in Table 5.2. Public parking spaces (on- and off-street) total approximately 1,238, or 65% of total spaces; there are 18 public lots Down-

Table 5.1
Summary of Downtown Ventura Parking Demand

BLOCK #	EXISTING PARKING DEMAND		5-7 YEAR PARKING DEMAND		15-20 YEAR PARKING DEMAND	
	Office	Other	Office	Other	Office	Other
2	1	176	1	176	1	176
3	62	94	62	94	114	90
4	73	40	73	40	131	36
5	17	11	17	11	17	11
11	17	72	39	81	39	81
12	3	188	3	188	112	137
13	23	68	23	74	71	65
14	3	223	3	223	149	158
20	22	5	22	5	222	0
21	1	65	1	61	227	14
22	15	38	15	40	91	52
TOTAL SPACES	237	980	259	983	1174	820

Table 5.2
Summary of Downtown Ventura Parking Supply

BLOCK #	PUBLIC SPACES	PRIVATE SPACES	TOTAL PARKING SPACES
2	155	61	216
3	99	15	114
4	120	65	185
5	58	58	116
11	176	16	192
12	136	54	190
13	120	31	151
14	122	44	166
20	123	15	138
21	97	124	221
22	32	164	196
TOTAL SPACES	1238	647	1885

an adequate parking supply, especially on weekends. Furthermore, the above demand/supply calculations show that for this block, the demand is greater than the supply, within the block. However, within an acceptable walking distance in adjacent blocks, several lots exist which provide a sufficient supply of parking spaces to meet the weekend parking demand.

Future Demand and Supply

The scenario assessments below give a general sense of the effect of achieving the Specific Plan's Revitalization Objectives on the existing parking supply.

5-7 Year Scenario

The parking demand was calculated based on the proposed 5-7 year changes in land-use described earlier in this document, and is summarized in Table 5.1. The parking demand for the 5-7 year scenario in the Downtown Core would be an additional 25 spaces, for a total demand of about 1,242 spaces.

Of the additional 25 space demand, a minimum of 4 spaces would have to be provided on site by new development (1,242 – 1,238). The remaining increase in the parking demand would be accommodated in the existing parking supply.

15-20 Year Scenario

As shown in Table 5.1, there would be an increase in the parking demand in the 15-20 year scenario to 1,944 spaces. This increase is mainly due to the increase in office development in the 15-20 year scenario, which in-

town. Private parking spaces total approximately 647, or 35% of total spaces.

The demand/supply analysis shows that there is an adequate supply of *public* parking spaces to meet the *overall* existing parking demand in the study area; there is a surplus of approximately 21 public spaces. Counting private spaces, the total surplus is approximately 668 spaces.

Existing Distribution

Field observations conducted on weekday afternoons indicated that on-street parking

along Main Street and California Street was not fully used, and spaces were available. Surveys conducted in 1986 (City of San Buenaventura, "Downtown Parking Study") identified a parking deficiency in some of the Downtown sections, especially the area bounded by Chestnut, Oak, Santa Clara, and Main Street. This area is still perceived to have a parking shortage. East of Oak Street, the surveys indicated that there was an adequate supply of parking, with excess capacity available.

The area around Palm and Main is currently perceived as a location which does not have

creases the parking demand by 915 spaces from the 5-7 year scenario.

Since the proposed office development in the 15-20 year scenario would be required to provide on-site parking spaces, the existing public parking supply would be adequate for the proposed level of future development in the Downtown Core.

Parking Policies, Standards, and Improvements

Parking policies and standards must be regarded as tools to promote the Specific Plan's revitalization goals. The Parking Policies support this approach with the following objectives:

1. *Establish parking requirements that are an incentive for new investment.*
2. *Increase the utility of existing parking resources and the overall supply of parking as needed to accommodate new customers.*

In making interpretations or determinations with regard to parking requirements, the City shall encourage economic activity and property development consistent with the objectives of the Specific Plan.

Parking Standards

The Specific Plan's parking standards function as an incentive for new commercial investment in two ways - requirements are reduced relative to what they are throughout most of the City, and greater flexibility is allowed in meeting them.

Table 5.3
Parking Standards for City of San Buenaventura

Land Use Type	City Code	Recommended Code
Single Family Residential	2 spaces per unit, enclosed	2 spaces per unit, 1 covered
Multi-family Residential	1.25* spaces per unit with 1 or 2 habitable rooms. 1.5* spaces per unit with 3 habitable rooms. 2* spaces per unit with 4 or more habitable rooms.	Same except covered and guest parking not required.
Condominiums	3 spaces per unit, 2 of which shall be in a garage. 1 space (of the total) shall be designated as guest parking.	Same as Multi-family Residential, above.
Hotels, Motels, & the like	1.125 spaces for each unit	Same
Theater, Auditorium	1 space for each 5 fixed seats plus 1 space for each 250 s.f. of other area	Same except that parking waivers for exclusively night time performances would be considered on a case by case basis.
Restaurants	1 space for each 45 s.f. of customer area plus 1 space for each 250 s.f. of other floor area	1 per 200 s.f.
Retail establishments	1 space for each 250 s.f. of gross floor area	3 per 1,000 s.f.
Offices	1 space for each 250 s.f. of gross floor area	3 per 1,000 s.f.
Medical/Dental Office	Same as above	5 per 1,000 s.f.
Mixed-Use Development	Based on individual use standards	Based on individual use standards per the Specific Plan, which are less restrictive than those for the rest of the City.

* Guest spaces: 1 space per 4 units.

Covered parking: 1 space per unit in garage or carport.

Minimum Standards. The standards reflect the shared trip and high-turnover characteristics of parking in a downtown commercial district, rather than the characteristics of parking in a shopping center. Requirements for rebuilding, enlargements or use changes apply only to net new floor area and/or the incremental increase in parking demand that accompanies a higher intensity use (see “Replacing and Converting Uses,” below).

The parking standards for the Downtown Specific Plan Area are presented in Table 5.3. This table shows both the existing City codes and recommended codes corresponding to various land use types. Changes were proposed for the condominium, retail, restaurant, and theater categories. The parking standards for condominiums were made equivalent to the existing standards for multi-family development. This change was proposed to provide parking standards that would be more consistent with the actual parking demand.

Changes to the theater category were made to account for the primarily nighttime use of the theaters, and the potential for theaters to have agreements to use nearby office lots. Changes to the retail, restaurant, and office category were made to simplify the requirements and to reflect shared parking demand.

The City parking code has already established shared parking provisions in the Downtown area for single- and mixed-used development (refer to Chapter 15.445, “Downtown Parking Overlay Zone” of the City Code). Based on the less restrictive parking standards of the Specific Plan, this

will prove an incentive for mixed use development.

Options. No off-street parking is required for new development, renovations, or change of occupancy of projects fronting on Main Street and the east side of the Figueroa Street Mall in the Downtown Core. Existing public parking areas are available to meet demand.

In-Lieu Fees. The City’s existing in-lieu fee program for the Downtown Parking overlay zone shall remain in effect.

Replacing and Converting Uses. Space may be replaced, as the result of major renovation or disaster (e.g. fire), without any additional parking required, provided the space is put to the same use that it was previously. If the new building use is different, or if an existing space is converted from one use to another, parking requirements apply to the incremental increase in demand. Two typical cases where additional parking would be needed are:

- 1) *Converting a retail or service use to a restaurant:* In-lieu fee, shared, or on-site parking is required based on the demand differential between the pre-existing use and the restaurant. For example, a 1,400 square foot retail use is converted to a restaurant: the parking required for the retail use would be 5 spaces. The restaurant would require 7 spaces. The restaurant must provide or contribute to a fund for 2 parking spaces ($7 - 5 = 2$).
- 2) *Converting a residential use to a service or office use:* In-lieu fee, shared, or on-site parking is required based on the demand differential between the pre-exist-

ing use and new service or office use. For example, a 1,000 square foot second-floor apartment is converted to office. The parking required for the apartment would be two spaces. The same amount of office space requires 3 spaces ($3 \times 1 = 3$). The office must provide or contribute to a fund for 1 parking space.

Parking Improvements

Two types of parking are needed to support a successful commercial district: *real supply* and *perceived supply*. Real supply is the number of parking spaces needed to serve the district during its period of maximum demand. Real supply, including public and private parking spaces, is relatively high in Downtown today, as noted previously.

Perceived supply is the ease of access to parking spaces and their relative proximity to destinations; i.e. their distribution. Real supply may be low without hurting business, provided perceived supply is high. Conversely, real supply may be high, but businesses may be hurt if perceived supply is low. Existing angle parking along Main Street and California Street is highly visible parking and provides an important source of perceived supply.

The Specific Plan’s “Urban Design Improvements” recommendation to extend angle parking further south on California Street will add to the perceived supply (see Chapter IV). However, the “central area,” bounded by Chestnut, Oak, Santa Clara, and Main Street, is likely to remain an area of perceived parking shortage.

Two additional recommendations are:

1) **Improve Visibility of Existing Public Parking Lots.** The access to most of the Downtown lots is currently from side streets (Santa Clara, Oak, Chestnut), not from Main Street or California Street. This access pattern should be maintained, and standards should be developed to improve the sight distance and visibility of lot entrances, including coordinated signage.

2) **Consider the Development of Parking Structures.** The recommended site is the existing public lot in the block bounded by Santa Clara, Main, Chestnut, and California Streets. This location is central to the Downtown Core, highly visible, adjacent to the proposed "Downtown Plaza," and City-owned.

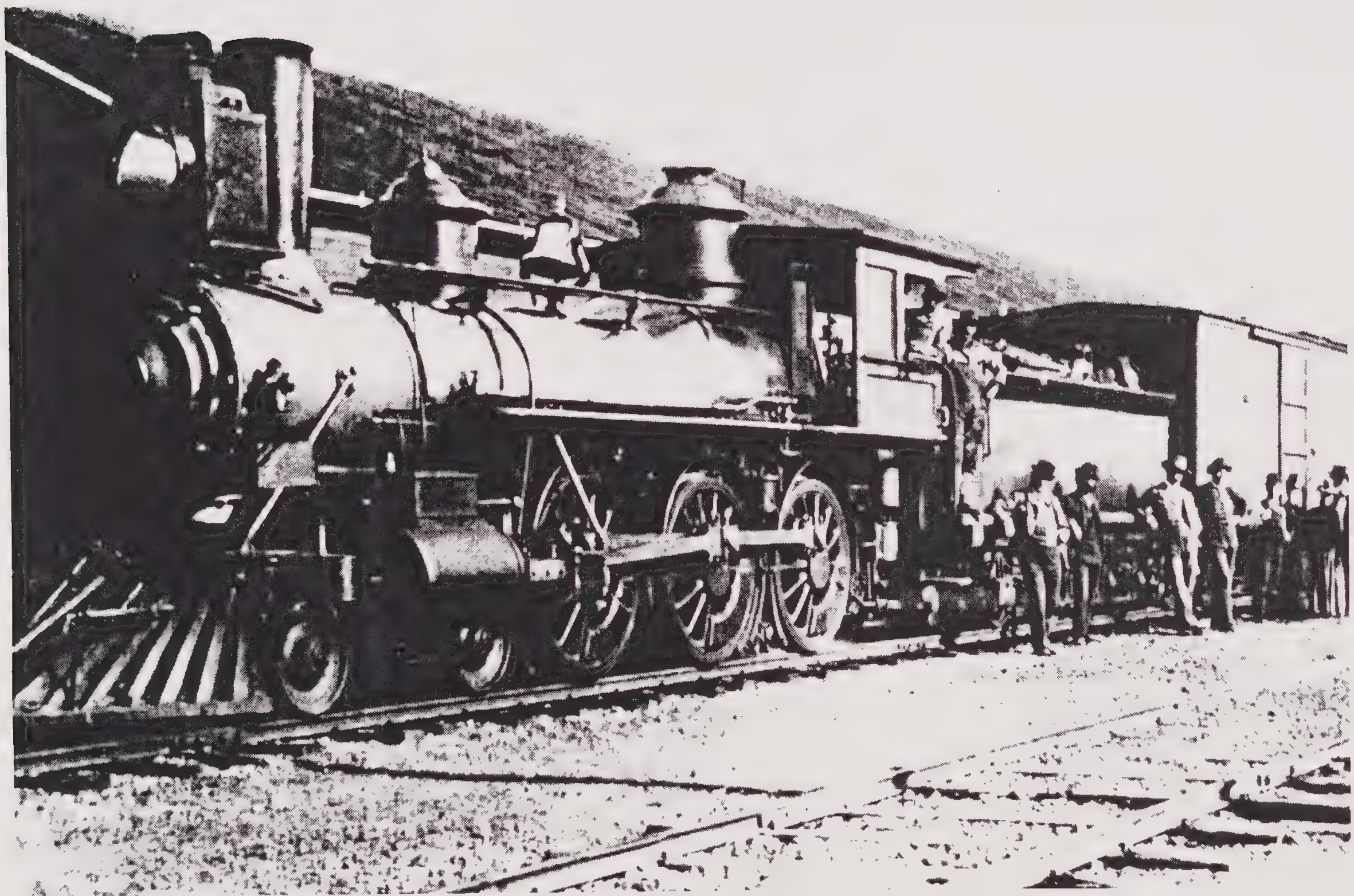
While a parking structure in the recommended location is not needed to augment the Core's overall parking supply, it would serve three important purposes:

- a) Improve distribution and thus perceived supply in this popular area.
- b) Promote re-development of California Street; i.e. applying the in-lieu fee program to parcels along California Street south of Santa Clara Street alone could generate a demand for 100 spaces or more of public parking.
- c) Provide a possible location for coordinated district employee parking, to free surface lots for customers.

Also consider construction of a parking structure to serve the area in and around the 200 block of Main Street.

Chapter VI.

CIRCULATION & TRANSPORTATION ELEMENT



CIRCULATION & TRANSPORTATION ELEMENT

This Element addresses existing and future constraints to transportation facilities and establishes improvement policies for the Downtown Ventura Specific Plan Area. The transportation facilities surveyed include roadways, intersections, parking, transit service, pedestrian and bicycle facilities. Each of the facilities is discussed individually in the following sections.

Existing Circulation Conditions

Study Area Roadways and Intersections

The study area includes nine key roadways and eleven key intersections. Some are outside the Downtown Specific Plan Area but are affected by traffic generated within it. Figure 1 shows the study area. The nine key roadways are:

1. California Street
2. Main Street
3. Thompson Boulevard
4. Ventura Avenue
5. Harbor Boulevard
6. Seaward Avenue
7. Poli Street
8. Route 101 Freeway
9. Route 33 Freeway

The eleven key intersections are:

1. California Street and Thompson Boulevard
2. California Street and Route 101 north-bound (NB) off-ramp
3. California Street and Main Street
4. Ventura Avenue and Main Street
5. Ventura Avenue and Stanley Avenue
6. Monmouth Way and Harbor Boulevard
7. Seaward Avenue and Harbor Boulevard
8. Seaward Avenue and Route 101 NB ramps
9. Seaward Avenue and Main Street
10. Seaward Avenue and Thompson Boulevard
11. Thompson Boulevard and Route 101 SB off-ramp (Ventura Avenue and Thompson Boulevard)

Existing Levels of Service

Existing traffic conditions on the streets and at the intersections in the study area are described in terms of Level of Service (LOS) criteria. Level of Service is a standardized measure that describes traffic flow conditions ranging from LOS A, for free-flow or excellent conditions, to LOS F for overloaded conditions. Level of Service definitions are displayed in Table C.1 in the appendix. Detailed information for each of the nine key roadways is summarized in Table C.2 in the appendix. It lists the classification, number of lanes, curb-to-curb width, right-of-way width, parking restrictions, and posted speed limit for each of the street segments.

Daily traffic volumes for specific segments of the key streets are summarized in Table C.3 in the appendix. It also analyzes the ca-

capacity of the street segments on a daily traffic volume basis. The main areas of roadway congestion appear to be outside of the Downtown area along the Seaward Avenue corridor; on a daily basis, segments of Main Street, Ventura Avenue, Harbor Boulevard, Seaward Avenue, and Poli Street are all shown to be operating at LOS F, which is beyond the daily capacity. California Street and Main Street, in the Downtown area, have low daily traffic volumes and adequate capacity.

Roadway System

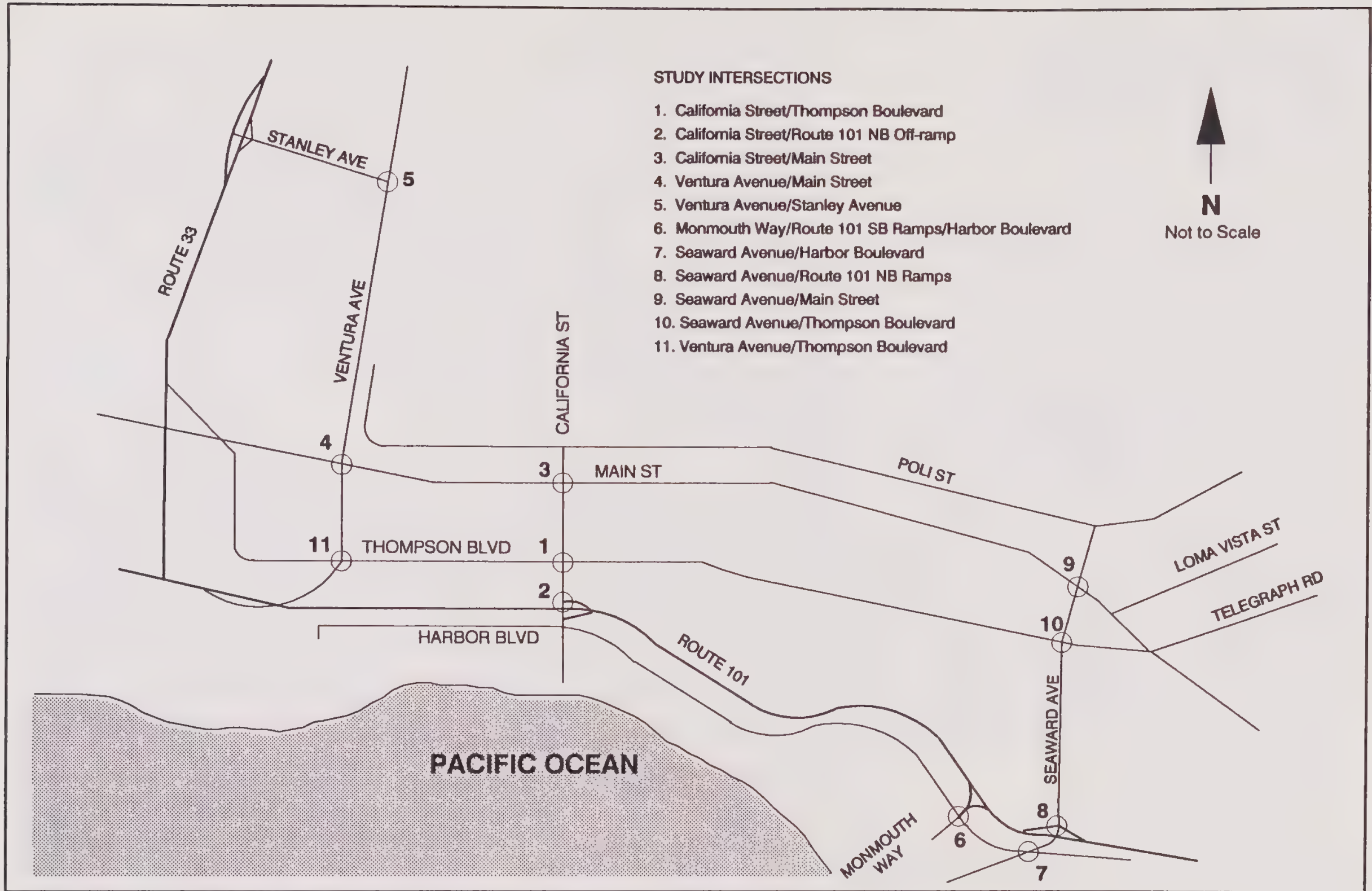
This section addresses the local circulation within the Downtown Specific Plan Area. The development of the plan area provides an opportunity to provide a more efficient circulation pattern at the core of the City. The objectives of the vehicular component of the plan are as follows.

1. *Focus Through-traffic on Perimeter Streets - Thompson Boulevard, Seaward Avenue.*
2. *Relieve Through-traffic on Main Street, California Street, and Neighborhood Streets.*
3. *Improve Freeway Access into the Downtown Core.*

Programmed Roadway Improvements

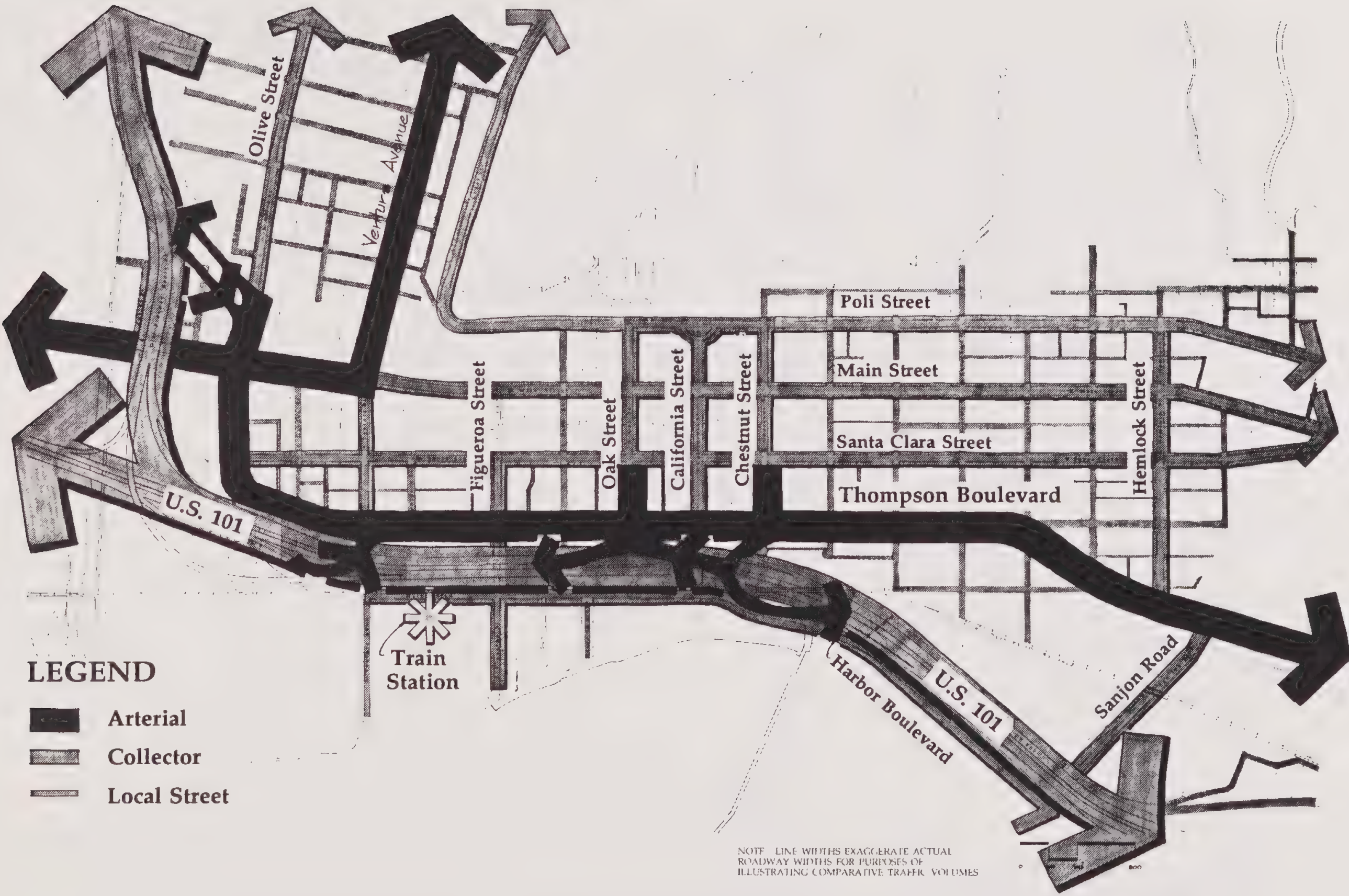
The following is a brief description of improvements currently planned for the streets in the Downtown area:

1. *Thompson Boulevard:* The City has adopted an operating policy to improve the traffic flow and circulation along



TRANSPORTATION ELEMENT

STUDY AREA & STUDY INTERSECTIONS



LEGEND

-  Arterial
-  Collector
-  Local Street

DOWNTOWN VENTURA

STREET HIERARCHY

Thompson Boulevard. The operating policy establishes measures to control access, widen Thompson Boulevard at specific locations, provide left turn pockets, regulate parking, and improve curb radii. All of these measures would improve traffic flow on Thompson Boulevard, and make Thompson Boulevard an attractive route for local east-west travel through the Downtown area.

2. **Harbor Boulevard:** The planned improvements for Harbor Boulevard include widening it from two to four lanes from Sanjon Road to San Pedro Street.
3. **Seaward Avenue:** The planned improvements for Seaward Avenue include the reconstruction of the Seaward/Route 101 interchange, widening the Seaward bridge overpass and making improvements to Harbor Boulevard.
4. **Route 101 (Ventura Freeway):** The planned improvements to the Ventura Freeway include the Seaward Avenue interchange improvements. The Route Concept Report (from Caltrans) for the Ventura Freeway identifies the need to add an extra lane in each direction (from six to eight lanes) through the study area by 2010, but it is not a recommended or funded improvement at this time.

Hierarchy of Streets

The Specific Plan establishes a hierarchy of streets that serves as a conduit for through traffic around the Plan Area and local access to individual neighborhood areas. The system includes three different street types:

arterial, collector and local streets. The function of the arterial streets is to carry through traffic, while the collector and local streets serve local commercial and residential traffic.

The purpose of the hierarchy of streets is to establish both Main and California Streets as pedestrian-oriented thoroughfares. Access to the Downtown Core and its parking areas would be focused on Santa Clara, Oak, and Chestnut Streets. Through traffic would be guided around the Downtown Core along the freeway system and Thompson Boulevard, Seaward Avenue, and Ventura Avenue. Roadway classification changes are as follows:

1. *Main Street* from Arterial to Collector between Ventura Avenue and Kalorama Street.
2. *Ventura Avenue* from Arterial to Collector between Main Street and Thompson Boulevard.
3. *Kalorama Street* from Local Street to Collector between Poli Street and Thompson Boulevard.
4. *Catalina* from Collector to Local Street between Poli Street and Thompson Boulevard.
5. *Oak Street* from Local Street to Collector between Santa Clara and Poli, and from Local Street to Arterial between Santa Clara and Thompson Boulevard.
6. *Chestnut Street* from Local Street to Collector between Santa Clara and Poli, and from Local Street to Arterial between Santa Clara and Thompson Boulevard.

Circulation Strategy and Recommended Roadway Improvements

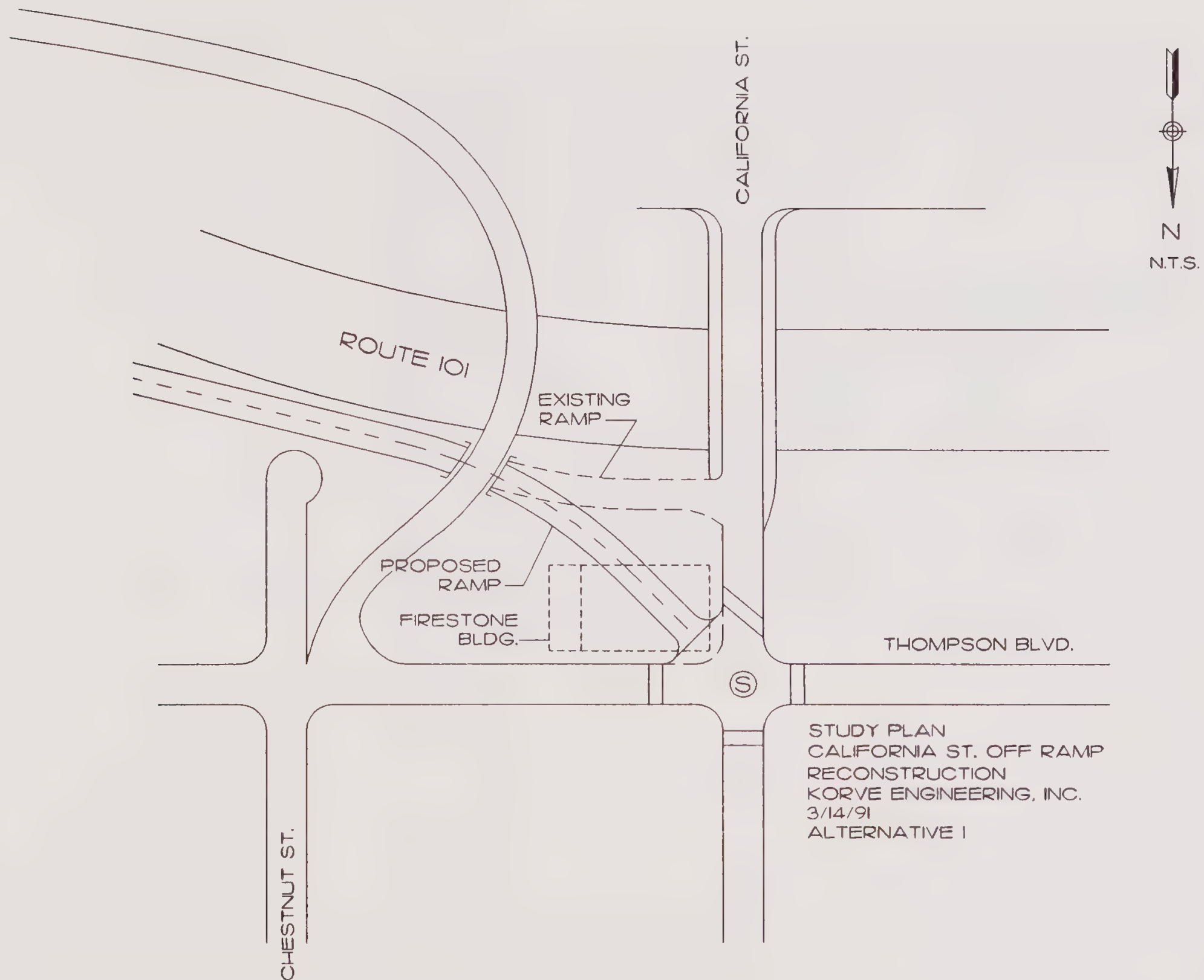
The following section provides a description of the circulation strategy and the corresponding roadway improvement recommendations for the Downtown Specific Plan Area.

1. *Improve the California Street/SR 101 northbound off-ramp interchange.*

This improvement would relieve the existing traffic problem at the California/Off-Ramp/Thompson intersection. It would also allow California to become a local street oriented to pedestrian and bike traffic, opening up the connection between the Downtown Core and the Oceanfront.

The preferred approach involves routing the off-ramp under California Street and then to Oak Street. This configuration would consolidate the northbound off- and on-ramps at one intersection, i.e. Oak/Thompson. With the ramp relocated to Oak Street, Oak Street and Chestnut Street (both parallel streets to California Street) would be the main traffic-carrying facilities, serving as access between the freeway and Downtown parking areas.

Relocating the off-ramp to Oak Street would be a major construction project, and would require the cooperation of the California Department of Transportation. A feasibility study of the ramp relocation was conducted by IWA for the City. The study showed that the ramp construction would be feasible, and would cost about eight million dollars in 1991.



TRANSPORTATION IMPROVEMENT CONCEPTS

**CALIFORNIA STREET OFF-RAMP RECONSTRUCTION -
ALTERNATE 1**



Enhancements to the California Street off-ramp will improve access into the Downtown.

In addition to the recommended alternative of relocating the off-ramp to Oak Street, two other alternatives were examined: relocating the ramp to Chestnut Street, and relocating the ramp directly to the Thompson/California intersection. Relocating the ramp to Chestnut Street was determined to be physically impossible, due to the height constraints of the existing railroad bridge that crosses over the freeway. The relocation of the ramp directly to the Thompson/California intersection was found to be undesirable, because it would create a "five-legged" intersection, with

sight distance, signal phasing, and pedestrian access problems.

2. Reduce through-traffic on Main Street.

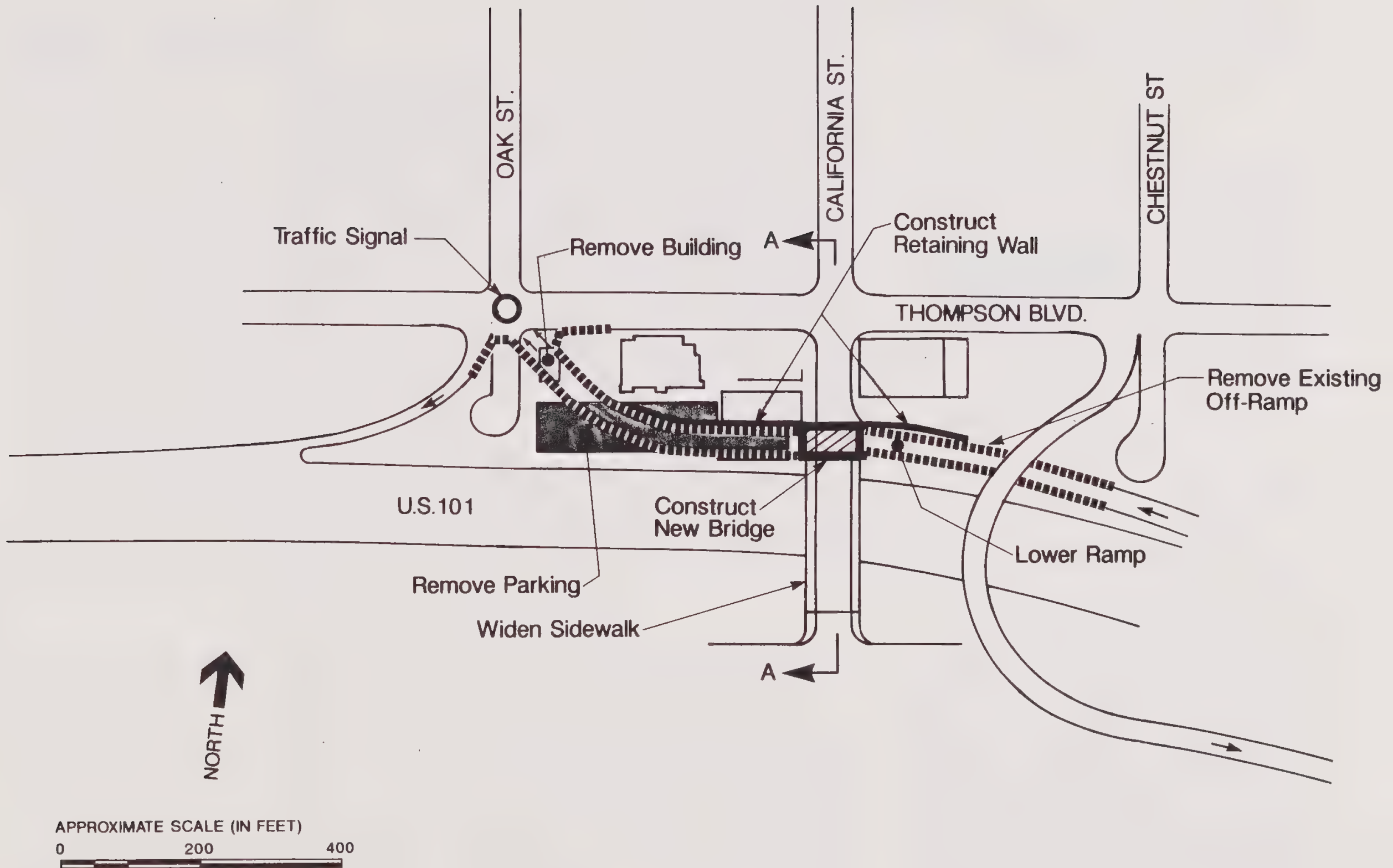
This should be accomplished with several modifications:

- First, improve the traffic flow on Thompson Boulevard. By ensuring good traffic flow on Thompson Boulevard, motorists will tend to use Thompson to travel east/west from Seaward Avenue to Ventura Avenue. Specific measures to improve the flow on Thompson Boulevard have already

been programmed by the City (Thompson Boulevard Street Widening Policy, adopted April 5, 1991.)

- Second, discourage through traffic flow on Main Street, especially truck traffic. For the segment of Main Street between Chestnut and Figueroa, this is already being done. The mid-block pedestrian crossings, angle parking, and single traffic lanes all tend to visually narrow the street, and all discourage high travel speeds and through traffic. These types of controls should be extended farther to the east on Main Street to Fir Street, where it transitions from four to two lanes, to further discourage the use of Main Street as a through-traffic route.
- Third, Santa Clara Street should be used by motorists destined to park in the Downtown area. Although it is not desirable to increase through-traffic on Santa Clara Street, signs should be installed to encourage motorists to use it as an access road to the Downtown parking facilities. Currently, most of the parking facilities in the Downtown area have access points to Santa Clara Street, or one of the other side streets - not Main or California Streets. Through traffic, as discussed for Main Street, would also be discouraged on Santa Clara Street.
- 3. **Reduce through-traffic on California Street.**

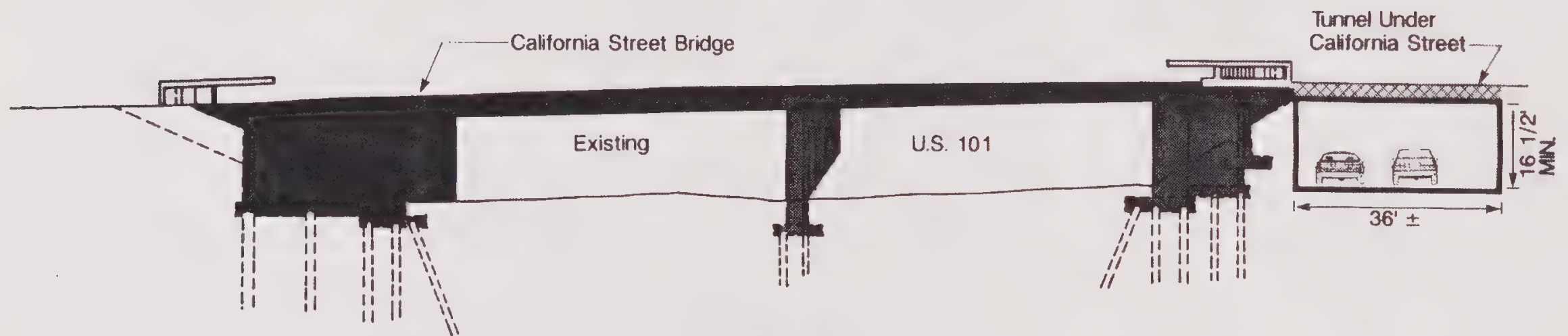
The principal means recommended to reduce traffic on California Street would be to relocate the SR 101 northbound off-ramp to another street, as noted previously. Addi-



TRANSPORTATION IMPROVEMENT CONCEPTS

CALIFORNIA STREET OFF-RAMP RECONSTRUCTION - ALTERNATE 2

California Street Off-Ramp Reconstruction - Alternate 2 Section



SECTION A A - LOOKING WEST

BRIDGE SECTION FOR NEW UNDERPASS

tional measures, as discussed for Main Street, include the narrowing of the apparent street width, and the addition of mid-block pedestrian crossings. As with Main Street, traffic would be encouraged to use other parallel streets - in this case, Chestnut Street and Oak Street. Both Chestnut and Oak Streets would have ramp connections to the freeway, and would also provide connections to parking facilities.

4. *Protect neighborhoods from traffic intrusion.*

The best method for protecting neighborhoods from traffic intrusion is to keep traffic flowing smoothly on the main arterial streets, such as Thompson Boulevard and Seaward Avenue. By keeping traffic flowing on the arterials, traffic has no incentive for cutting through neighborhoods to avoid traffic delays and save time. Measures to improve traffic flow on both of these streets are currently programmed by the City.

5. *Improve freeway signage to identify Downtown Ventura.*

Freeway signage on Route 101 should be added for both northbound and southbound traffic that identifies the Downtown area as a specific destination. Currently, signage exists that identifies the Main Street interchange several miles southeast of the Downtown area as the Downtown exit. This should be revised to sign the California Street ramp as the Downtown exit for northbound traffic, and the Main Street exit



Freeway signage on Highway 101 should be added that identifies the Downtown area as a specific destination.

west of Downtown should be signed as the exit for southbound traffic.

6. Retain Poli Street as an important crosstown route.

An initial recommendation for Poli Street was to reduce the traffic flow and create a more pedestrian-friendly route by downgrading the roadway classification, changing traffic controls, and by adding bike lanes. The consensus from the public input was that Poli Street is an important way to get across town, and should remain as is;

therefore no changes to Poli Street are recommended at this time.

7. Study the Olive Street/Thompson Boulevard Realignment long term option for making neighborhood and circulation objectives more compatible.

In order to divert traffic around the proposed West Side Neighborhood south of Main Street, Thompson Boulevard could be realigned to connect with Olive Street (as illustrated in the Street Hierarchy map and the 15-20 Year Objectives map). This is a long term option, and needs further study

in the future to determine both its feasibility and the potential secondary impacts of the realignment.

Future Service Levels

The forecast roadway conditions are based on the land use modifications described earlier in Chapters III and IV of this document. Based on these land use changes, a city-wide traffic model was run to forecast the future traffic volumes. The results of the model runs are summarized in Table 6.1 for the "5-7 Year Scenario," and in Table 6.2 for the "15-20 Year Scenario." These scenarios are based on the Revitalization Objectives contained in Chapter III, and reflect *desirable* (i.e. optimistic) levels of new development within the Specific Plan Area. Tables 6.1 and 6.2 identify the future evening peak hour service levels at the key street locations within the Downtown area. Projected traffic impacts are minimal.

5-7 Year Scenario

The Volume-to-Capacity (V/C) ratios for the existing, 5-7 year base (without the proposed land use changes) and 5-7 year scenario with the proposed land use changes are compared in Table 6.1 for the streets in the Downtown area. Harbor Boulevard, north of Seaward Avenue and Ventura Avenue, north of Main Street would be the only locations operating at level of service D or worse. Both of these locations would be operating at Level of Service E. All of the remaining street segments would operate at Level of Service C or better.

Table 6.1 5-7 Year Scenario Roadway V/C Ratios

STREET SEGMENT	EXISTING TRAFFIC CONDITIONS				LANES	5-7 YEAR BASE TRAFFIC CONDITIONS				LANES	5-7 YEAR W/PROJECT & LAND USE CHANGES				
	LANES	P.M. PK HR VOLUME	PM PK HR CAPACITY	V/C		PM PK HR VOLUME	CHANGE FROM EX.	PM PK HR CAPACITY	V/C		PM PK HR VOLUME	CHANGE BY PROJECT		PM PK HR CAPACITY	V/C
												VOLUME	PERCENT		
CALIFORNIA ST.															
s/o Santa Clara	2	1030	1600	0.64	2	1130	100	1600	0.71	2	1090	-40	-4%	1600	0.68
s/o Thompson	4	1610	3200	0.50	4	1330	-280	3200	0.42	4	1460	130	9%	3200	0.46
s/o Rt. 101 off-ramp	4	530	3200	0.17	4	560	30	3200	0.18	4	700	140	20%	3200	0.22
HARBOR BLVD.															
w/o Sanjon	2	940	1400	0.67	2	650	-290	1400	0.46	2	820	170	21%	1400	0.59
n/o Seaward	4	1770	2800	0.63	4	2920	1150	2800	1.04	4	2620	-300	-11%	2800	0.94
MAIN ST.															
w/o California	2	710	1800	0.39	2	430	-280	1800	0.24	2	610	180	30%	1800	0.34
w/o Fir	4	980	3600	0.27	4	520	-480	3600	0.14	4	650	130	20%	3600	0.18
POLIST.															
w/o Fir	2	1220	1400	0.87	2	880	-340	1400	0.63	2	980	100	10%	1400	0.70
w/o Catalina	2	940	1400	0.67	2	1000	60	1400	0.71	2	640	-360	-56%	1400	0.46
SEAWARD BLVD.															
n/o Main	4	540	3600	0.15	4	520	-20	3600	0.14	4	650	130	20%	3600	0.18
n/o Harbor	4	3030	3600	0.84	6	2810	-220	5400	0.52	6	3280	470	14%	5400	0.61
THOMPSON BLVD.															
w/o Palm	4	1410	3600	0.39	4	770	-640	3600	0.21	4	980	210	21%	3600	0.27
w/o California	4	1830	3600	0.51	4	1860	30	3600	0.52	4	2300	440	19%	3600	0.64
w/o Chestnut	4	1410	3600	0.39	4	1710	300	3600	0.48	4	2030	320	16%	3600	0.56
VENTURA AVE.															
n/o Main	2	1500	1800	0.83	2	1580	80	1800	0.88	2	1730	150	9%	1800	0.96
n/o Thompson	2	940	1800	0.52	2	570	-370	1800	0.32	2	710	140	20%	1800	0.39

Table 6.2 15–20 Year Scenario Roadway V/C Ratios

STREET SEGMENT	5-7 YEAR BASE CONDITIONS				LANES	15-20 YEAR BASE TRAFFIC CONDITIONS				LANES	15-20 YEAR w/LAND USE CHANGES				
	LANES	PM PK HR VOLUME	PM PK HR CAPACITY	V/C		PM PK HR VOLUME	CHANGE FROM EX.	PM PK HR CAPACITY	V/C		PM PK HR VOLUME	CHANGE BY PROJECT		PM PK HR CAPACITY	V/C
												VOLUME	PERCENT		
CALIFORNIA ST															
s/o Santa Clara	2	1130	1600	0.71	2	1000	-130	1600	0.63	2	690	-310	-45%	1600	0.43
s/o Thompson	4	1330	3200	0.42	4	2150	820	3200	0.67	4	1260	-890	-71%	3200	0.39
s/o Rt. 101 off-ramp	4	560	3200	0.18	4	1040	480	3200	0.33	4	1260	220	17%	3200	0.39
HARBOR BLVD.															
w/o Sanjon	2	650	1400	0.46	2	990	340	2800	0.35	2	1150	160	14%	2800	0.41
n/o Seaward	4	2920	2800	1.04	4	2320	-600	2800	0.83	4	2350	30	1%	2800	0.84
MAIN ST.															
w/o California	2	430	1800	0.24	2	750	320	1800	0.42	2	880	130	15%	1800	0.49
w/o Fir	4	520	3600	0.14	4	820	300	3600	0.23	4	770	-50	-6%	3600	0.21
POLIST.															
w/o Fir	2	880	1400	0.63	2	660	-220	1400	0.47	2	640	-20	-4%	1400	0.46
w/o Catalina	2	1000	1400	0.71	2	980	-20	1400	0.70	2	960	-20	-2%	1400	0.69
SEAWARD BLVD.															
n/o Main	4	520	3600	0.14	4	680	160	3600	0.19	4	640	-40	-6%	3600	0.18
n/o Harbor	6	2810	5400	0.52	6	3250	440	5400	0.60	6	3220	-30	-1%	5400	0.60
THOMPSON BLVD.															
w/o Palm	4	770	3600	0.21	4	1440	670	3600	0.40	4	1030	-1440	-140%	3600	0.29
w/o California	4	1860	3600	0.52	4	2520	660	3600	0.70	4	1780	-740	-43%	3600	0.49
w/o Chestnut	4	1710	3600	0.48	4	1660	-50	3600	0.46	4	1450	-210	-14%	3600	0.40
VENTURA AVE.															
n/o Main	2	1580	1800	0.88	4	2710	1130	3600	0.75	4	2690	-20	-1%	3600	0.75
n/o Thompson	2	570	1800	0.32	2	1090	520	1800	0.61	2	570	-520	-91%	1800	0.32

15-20 Year Scenario

Table 6.2 shows the comparison of the V/C ratios for 5-7 year base, 15-20 year base and 15-20 year with the proposed land use changes. The only location which will be operating at a LOS D or worse would be Harbor Boulevard, west of Seaward Avenue. All the other locations would operate at Level of Service C or better.

Improvements for the affected intersections are described in the following section.

Intersection Improvements

The purpose of this section is to describe the existing and future characteristics and operation of the key study intersections in the Downtown Specific Plan Area.

Existing Intersection Characteristics

Traffic conditions at the eleven study intersections noted previously were evaluated in terms of volume-to-capacity ratio (V/C) and Level of Service (LOS). In the City of Ventura, LOS C is considered the acceptable operating standard for typical street intersections. LOS D is considered the acceptable operating standard for freeway ramp intersections.

The Critical Movement Analysis methodology (outlined in the Transportation Research Board Circular No. 212 and modified by the City of Ventura) was used to determine Levels of Service. In this methodology, traffic volumes are compared to roadway capacities for critical movements through an intersection, to calculate a vol-

ume to capacity (V/C) ratio and the corresponding Level of Service.

The methodology described above was performed for peak hour periods for each of the eleven intersections. The results of the analysis are summarized in Table C.4 in the appendix, which shows the V/C ratios and LOS.

Table C.4 shows that the only intersections currently operating at unacceptable levels

are Seaward/Harbor and Seaward/Route 101 NB ramp. All of the other intersections in the study area are operating at LOS C or better. Although the California/Thompson intersection and California/Route 101 NB off-ramp intersection are shown individually to operate at acceptable Levels of Service, the actual operation of the intersection together is a constraint to Downtown access. Long queues develop from the California/Thompson intersection back on to the

Table 6.3
5-7 Year Scenario Evening Peak Hour
Intersection Levels of Service

Intersection	Existing Traffic Conditions		2000 Base Traffic Conditions		2000 W/Project Traffic Conditions	
	V/C	LOS	V/C	LOS	V/C	LOS
1. Seaward & Thompson	0.72	C	0.98	E	0.98	E
2. California & Thompson	0.59	A	0.78	C	0.80	C
3. Seaward & Harbor Blvd.	0.82	D	0.95	E	0.95	E
4. California & Main	0.50	A	0.17		0.21	A
5. Ventura & Main	0.42	A	0.65	B	0.65	B
6. Ventura & Stanley	0.56	A	0.81	D	0.81	D
7. Monmouth & Harbor	0.72	C	1.28	F	1.28	F
8. Seaward & Rte 101 NB	1.00	E	0.87	D	0.87	D
9. Seaward & Main	0.66	B	0.69	B	0.70	B
10. Thompson & Ventura	0.36	A	0.74	C	0.76	C

freeway off-ramp, and drivers must be positioned in the appropriate lane on the ramp heading towards the intersection. In addition to the current congestion of the ramp intersection, the intersection traffic control, which stops north-south flow on California, detracts from California Street as a good north-south access route from the Oceanfront area to the Downtown Core.

Programmed Intersection Improvements

Improvements currently programmed by the City of Ventura for intersections in the study area include the following:

1. Modernizing all the traffic signal controllers on Main Street, Santa Clara Street and Thompson Boulevard. This conversion will permit the coordination of all the signals operating on Main Street, Santa Clara Street and Thompson Boulevard, as well as the connection of these signals to the City Computerized Signal System.
2. Providing a southbound right turn lane at Ventura/Stanley Avenues, and providing a right turn overlap phase for southbound and eastbound traffic. This project was completed in 1989.
3. Improving the Seaward Avenue/Route 101 interchange. This will include specific improvements to the Seaward/Harbor intersection, and the Seaward intersections with the Route 101 ramps.

ten intersections in the Downtown area for the 5-7 year and 15-20 year scenarios respectively. (Computations are based on the intersection volumes from the model output provided by the City.) The results of the intersection analyses summarized below show that the changes in land use proposed by the Downtown Specific Plan would not significantly impact any of the study intersections.

5-7 Year Scenario

The intersections of Seaward and Thompson, Seaward and Harbor Boulevard, Ventura and Stanley Avenue, Monmouth and Harbor Boulevard, and Seaward and Route 101 NB are projected to operate at LOS D or worse in the 5-7 year scenario, indicating high levels of delay. The remaining intersections are projected to operate at service

Table 6.4
15-20 Year Scenario Evening Peak Hour
Intersection Levels of Service

Intersection	Existing Traffic Conditions V/C LOS	2010 Base Traffic Conditions V/C LOS	2010 W/Project Traffic Conditions V/C LOS
1. Seaward & Thompson	0.98 E	0.82 D	0.82 D
2. California & Thompson	0.78 C	0.62 B	0.58 A
3. Seaward & Harbor Blvd.	0.95 E	1.19 F	1.19 F
4. California & Main	0.17 A	0.18 A	0.18 A
5. Ventura & Main	0.65 D	1.04 F	0.98 E
6. Ventura & Stanley	0.76 C	0.63 B	0.64 B
7. Monmouth & Harbor	1.28 F	0.78 C	0.77 C
8. Seaward & Rte 101 NB	0.87 D	0.84 D	0.83 D
9. Seaward & Main	0.69 B	0.60 A	0.59 A
10. Thompson & Ventura	0.74 C	0.73 C	0.50 C
11. Thompson & Oak			0.76 C

Future Intersection Levels of Service

Tables 6.3 and 6.4 identify the P.M. peak hour intersection levels of service for all the

level C or better, indicating good operating conditions.

To determine the traffic impacts due to the Downtown Specific Plan, the intersection "thresholds of significance" identified in Table 1 of the Engineering Design Standards manual of the City of San Buenaventura were followed (see Table C.5 in the appendix). For most of the above-mentioned intersections, it was found that no new net trips were added to critical intersection movements. At the intersection of Ven-

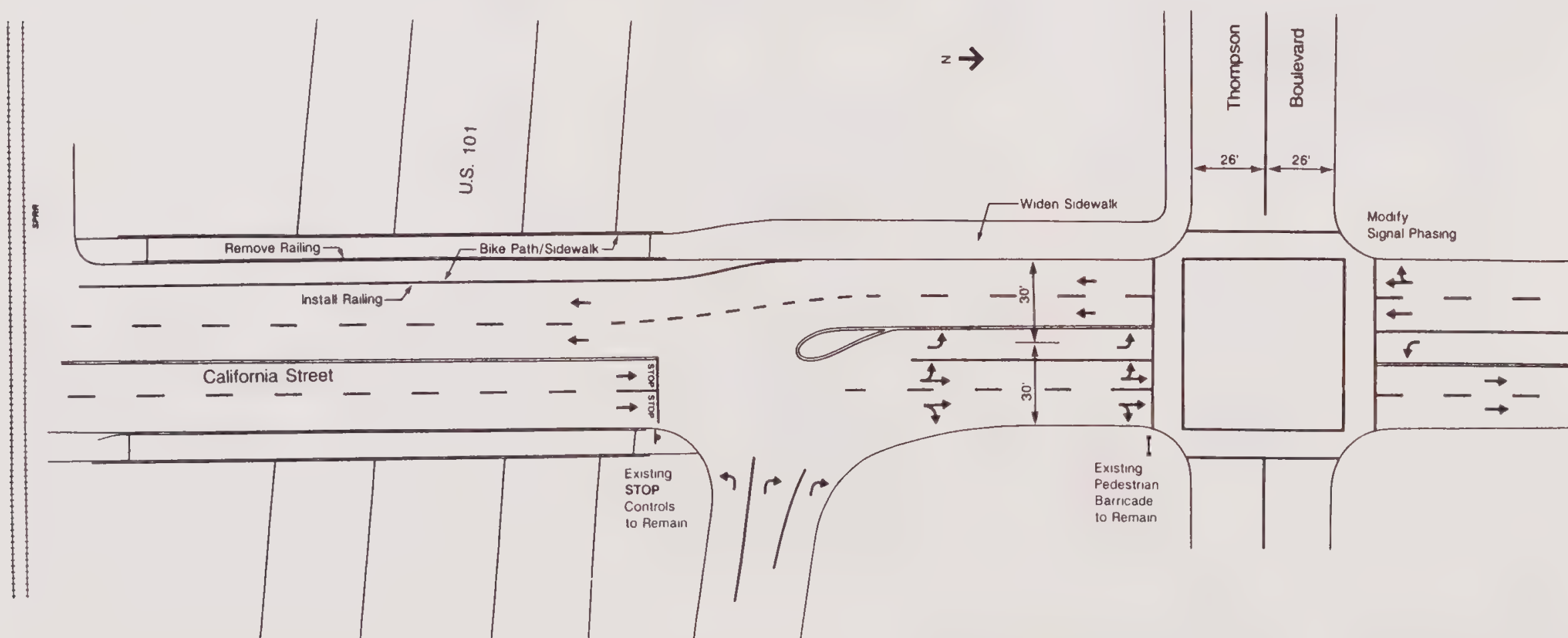
tura/Stanley, new trips added to critical intersection movements would be within the threshold criteria. Thus, the proposed land use changes for the 5-7 year scenario should not have a significant impact at any of the study intersections.

15-20 Year Scenario

For the 15-20 year scenario, the intersection Seaward/Harbor would operate at LOS F, indicating high level of delay whereas the remaining intersections are projected to be

operating at the same or better LOS than in the 5-7 year scenario. At the intersection of Seaward/Harbor, new trips added to critical intersection movements would be within the threshold criteria. Thus, the proposed land use changes for the 15-20 year scenario would not have a significant impact at any of the study intersections.

California Street / Thompson Boulevard Interim Improvements



Recommended Intersection Improvements

Intersection improvements include the installation of traffic signals, the restriping of existing lane configurations, upgrading corner curb radii, and the provision of additional turn lanes at key locations within the Downtown area. These intersection projects are described as follows:

5-7 Year Scenario

The only improvement recommended for the 5-7 year period is restriping the northbound approach of California Street at Thompson Boulevard. The existing lane configuration of a left lane, through lane and right lane should be restriped to a left lane, shared left-through lane, and a through-right lane. This improvement would require the traffic signal phasing to be split for both the north and south approaches. This modification would improve the operation of the California/Thompson/Route 101 ramp intersection in the interim until major ramp improvements could be made at a later time. As change occurs in the Downtown, corner curb radii will be improved to facilitate efficient turning movement while providing a pedestrian-friendly district (see Appendix D: Corner Curb Radii Policy).

15-20 Year Scenario

The intersection of Oak Street/Thompson Boulevard would require physical modifications and the installation of a traffic signal, related to the relocation of the California Street off-ramp.

Transit Facilities

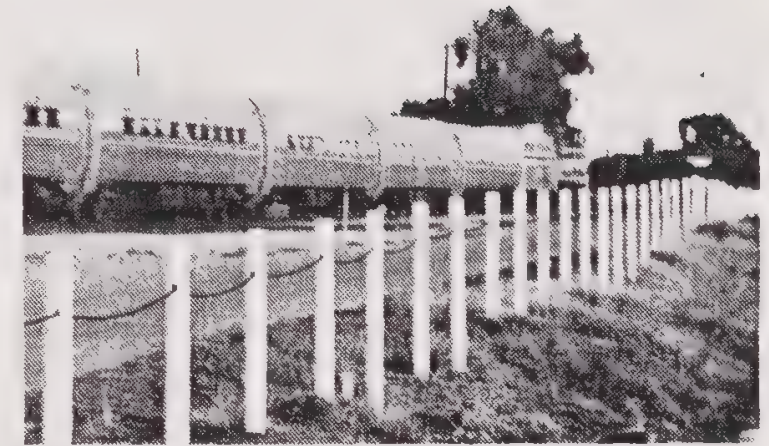
The objective of this section is to identify a circulation system that allows for efficient transit service to the Downtown area. Transit service would be focused into the Downtown Core.

Existing Transit Facilities

The two transit facilities serving the Downtown Ventura area include the South Coast Area Transit (SCAT) bus service, and Amtrak passenger trains. South Coast Area Transit buses serve the Downtown area. Currently, there are two SCAT bus routes serving the Downtown area, as follows:

1. *Ventura - Oxnard/Main Street - Ventura Avenue:* This bus route originates at Dakota Avenue and travels south on Ventura Avenue. From Ventura Avenue the route goes on Main Street and Loma Vista Street to Buena Ventura Plaza at Mills Road. From Mills Road, the route goes to the City of Oxnard where it terminates at the Oxnard Transportation Center. There are 15 minute headways on this route.
2. *Ojai/Main Street:* The Ojai/Main Street bus route begins in the City of Ojai and follows Ventura Avenue. From Ventura Avenue the route connects to Main Street where it is interlined with the Oxnard-Ventura/Main Street route. There are 15 minute headways on this route.

The existing rail service is provided on the Southern Pacific Railroad coastline which



Amtrak passenger trains will stop at a new Downtown station to be located at the County Fairgrounds.

parallels the Route 101 Freeway through the study area. The rail service is provided by Amtrak, and is designated the San Diego Route. The Amtrak train stops at Ventura twice a day for southbound traffic, at intervals of six hours. Northbound, the train stops at Ventura three times a day at an interval of four and a half hours.

Future Transit Facilities

The primary street designated to serve the Downtown Specific Plan Area is Main Street. Main Street would serve as the primary east-west transit corridor for the Downtown area. Bus stops would be provided at the far side of intersections through the restriction of on-street parking spaces. Changes to focus the bus service on Main Street are already being implemented by the City.

There is currently a planned Amtrak rail stop at the County Fairgrounds. The train station platform is a stop on the Los Angeles-Santa Barbara Commuter Rail Line,

which provides a link from San Diego to Los Angeles and from Los Angeles to Ventura and Santa Barbara.

A transit center for the City has been proposed at the Buenaventura Plaza location, outside of the Downtown area. The transit center would serve as the destination and transfer point for all SCAT buses in the area.

Transit Improvement Recommendations

A shuttle bus service could be utilized to provide a linkage between Downtown and other destinations, such as the Oceanside District, Buenaventura Plaza, Ventura Center, and the proposed train station.

Pedestrian Facilities

Existing Pedestrian Facilities

Existing pedestrian facilities for the streets in the Downtown area are described as follows:

California Street

1. *California/Route 101 NB Off Ramp:* There are no pedestrian crosswalks at this unsignalized intersection - the ramp movement is free flow. Pedestrians must use the sidewalk on the west side of California to cross the Route 101 Freeway. The east sidewalk on California across the Route 101 Freeway is barricaded, preventing pedestrian access.
2. *California/Thompson:* There are pedestrian crosswalks on all four approaches of this signalized intersection. The pedestrian

signals for crossing California are pedestrian-actuated. South of Thompson Boulevard, on the east sidewalk of California, there is a pedestrian barricade directing pedestrians to use the west sidewalk to proceed further south on California.

3. *California/Santa Clara:* There are pedestrian signals and crosswalks on all four approaches of this signalized intersection. Also, there is a mid-block crosswalk across California between Santa Clara Street and Main Street.
4. *California/Main Street:* There are pedestrian signals and crosswalks on all four approaches of this signalized intersection.

Main Street

1. *Main/Figueroa:* There are signalized pedestrian crosswalks on all four approaches of the intersection. Figueroa Street south of Main Street is a pedestrian mall. There is an uncontrolled mid-block pedestrian crosswalk across Main Street between Figueroa and Palm.
2. *Main/Palm:* There are pedestrian signals and crosswalks on all four approaches of this signalized intersection. There is also an uncontrolled mid-block crosswalk across Main Street between Palm and Oak.
3. *Main/Oak:* There are pedestrian signals and crosswalks on all four approaches of this signalized intersection.
4. *Main/California:* There are pedestrian signals and crosswalks on all four approaches of this signalized intersection.

Also, there is an uncontrolled mid-block crosswalk across Main Street between Oak and California Street.

5. *Main/Chestnut:* There are pedestrian signals and crosswalks in all four approaches of this signalized intersection. Also, there is an uncontrolled mid-block crosswalk across Main Street between California and Chestnut.

The other pedestrian facility to note is the Route 101 Freeway pedestrian overpass structure, located at the end of Fir Street. The pedestrian bridge provides access to the beach/pier area located on the south side of the Freeway.

Proposed Pedestrian Facilities

The objective of the Downtown Specific Plan is to encourage pedestrian use in the Downtown area and access from the Downtown Core to the Oceanfront. Pedestrian access in the Downtown area should be encouraged and improved, as follows:

1. *Create additional mid-block crossing locations.*

California Street and other Downtown streets should be made to be more pedestrian-friendly. Additional mid-block crossings and crossing signs should be located as follows:

- *California Street*, between Santa Clara and Thompson
- *Santa Clara Street*, between California and Chestnut
- *Santa Clara Street*, between California and Oak

- *Chestnut Street, between Santa Clara and Main Street*

2. *Slow Downtown traffic and make motorists more aware of pedestrians.*

Advanced signs warning the motorists of the upcoming pedestrian crossings would make motorists more aware of the pedestrian-oriented nature of the Downtown area. Other design features of the Downtown streets also serve to slow the flow of traffic and should be maintained, such as the angle parking, the street trees, and the curb-side planters. These design treatments tend to visually narrow the street, and slow the flow of traffic.

3. *Improve access from parking areas to storefronts.*

The pedestrian access from the parking areas behind the stores to the front of the stores should be improved. Currently, people parking in the lots behind the stores must walk around the block to get to the front of the stores on Main Street. To improve the access, pedestrian walkways should be created as redevelopment occurs. One way would be to entirely remove a narrow building between other buildings, creating an open pedestrian alley from the parking area to the street. Another way would be to create an arcade type of development, with an enclosed walkway from the parking area to the street front. Pedestrians could have access to stores from the enclosed walkway. A third way would be to improve rear access to and through buildings; e.g. "Franky's" restaurant.

Pedestrian access to the beach areas could be improved as follows:

4. *Improve the California Street bridge over the SR 101 freeway.*

Currently, the bridge is open to pedestrians only on one side (the west). The east side is closed to pedestrians because of the freeway off-ramp traffic, which is free-flow, and not required to stop. With the relocation of the freeway off-ramp to Oak Street, both sides of the bridge would be opened up to pedestrian access, and would improve access to the beach areas from Downtown. Other enhancements to the bridge, such as widening the sidewalks, providing lights and other features proposed by the Specific Plan (see Chapter IV, "Urban Design Improvements") will make the bridge more attractive to pedestrians.

5. *Improve the existing pedestrian overcrossing of the Route 101 freeway.*

Currently, the existing pedestrian bridge and its entrances are not attractive areas for pedestrians to use. Landscaping improvements and other measures proposed by the Specific Plan at the ends of the structure would make the bridge more inviting to pedestrians.

Bicycle Facilities

This section describes existing and proposed bike transportation facilities in the Downtown area.

Existing Bicycle Facilities

There are three different types of bike routes in the study area: Class I, Class II, and Class III. Class I bikeways are bike

paths or bike trails, and have a separate right-of-way for bicycles (separated from vehicles). Class II bikeways are bike lanes, a restricted right-of-way for bicycles designated by roadway striping and signs. Class III bikeways are bike routes, a travel lane shared by vehicles and bicycles, and are designated by signs only. The existing bike routes in and around Downtown Ventura are described below:

Class I Routes. There is only one Class I route in the Downtown area, which starts at Main Street near the Ojai Freeway, goes south to the beach, and goes east along the State Beach and transitions to a Class II route at the junction of Pierport Boulevard and San Pedro Street.

Class II Category Routes. There are four Class II routes in and around Downtown, which are as follows:

1. *Seaward Avenue - Poli Street:* The bike route originates on Seaward Avenue at Pierport Boulevard and travels north on Seaward Avenue, then east on Poli Street to Agnus Drive. This bike route provides access across Route 101, and intersects with the Harbor, Main, and Thompson east-west bike routes.
2. *Harbor Boulevard:* This bike route originates on Harbor near Seaward Avenue and travels to the Channel Islands Harbor. This bike route, traveling down the coast on Harbor Boulevard, provides a link between Ventura and Port Huenene and Oxnard bike route facilities.
3. *Main Street - Thompson Boulevard:* The bike route originates on Main Street near the Ojai Freeway. From Main Street

the route travels east and transitions to a Class III route at Ventura Avenue. The route also branches from Main Street to Thompson Boulevard, where the route heads south and east and transitions to a Class III route at Ventura Avenue.

4. *Sanjon Road:* The bike route begins on Sanjon Road at Harbor Boulevard and travels north on Sanjon Road and terminates at Thompson Boulevard. This route provides a connection across Route 101 to the Harbor Boulevard and Thompson Boulevard bike routes.

Class III Category Routes. There are four Class III bike routes as follows:

1. *Ventura Avenue:* The bike route originates on Ventura Avenue at Dakota Drive and goes south on Ventura Avenue, connecting to bike routes on Thompson Boulevard and Main Street.
2. *Ferro Drive:* This is an unconnected bike route that begins on Ferro Drive near Park and travels through the park on Ferro and terminates at Brakey Road.
3. *Santa Clara Street - Main Street:* This bike route begins at Ventura Avenue and travels east on Santa Clara Street. From Santa Clara Street, the route transfers to Main Street and connects to other routes at the junction of Thompson Boulevard/Telegraph Road and Main Street.
4. *Thompson Boulevard:* This bike route originates on Thompson Boulevard at Ventura Avenue and travels east on Thompson Boulevard, and connects with other bike routes at the junction of Main Street and Telegraph Road/Thompson Boulevard.

Bicycle Facilities Recommendations

The objective of the bicycle element is to provide for the safe and convenient use of the bicycle as an alternative mode of transportation. The strategy is to provide bike lanes on selected collector roadways in the area, remove bike routes from heavily traveled arterial facilities, and provide a cohesive overall system of bike lanes and trails.

The installation of Class II bikeways would provide bike lanes, a restricted right-of-way for bicycles designated by roadway striping and signs, to provide a linked bike lane network through and around the Downtown Core. The suggested routes for implementation of Class II bikeways are as follows:

1. Santa Clara Street from Olive to Main Streets.
2. Figueroa Street from Surfer's Point to Santa Clara Street.
3. Harbor Boulevard from Figueroa to California Streets.
4. California Street from Harbor Boulevard to Poli Street (15-20 Year Scenario).
5. Kalorama Street from Thompson Boulevard to Poli Street.
6. Olive Street from Main Street to Stanley Avenue (Class III only).

The following Class III bike routes would be removed:

1. Thompson Boulevard (the new route would be Main/Santa Clara).
2. Ventura Avenue (the new route would be Olive/SP Railroad bike trail).

Both of these existing bike routes have a high incidence of accidents, carry high volumes of traffic, and would be replaced with bike lane facilities on parallel streets.

Other recommended improvements to the bike circulation system are as follows:

1. The bike trail concept developed by Ventura County along the Ojai freeway should be encouraged to develop the Long Range System Extension on the Select System of Bikeways Map or a similar bicycling route, and should be encouraged to link Foster Park to Main Street and the Downtown area.
2. Bike parking facilities should be provided in the Downtown area at all public parking lots.
3. Bike parking facilities should also be provided at the proposed train station.
4. Changes to the beach front bike trail/walkway to separate the flow of bikes and pedestrians should be examined in further studies. Currently, the bike trail south of the pier and north of Surfer's Point are used by both pedestrians and bikes. From the Pier to the Fairgrounds parking lots at Figueroa Street, the bike trail is actually a wide walkway along the beach front.

Chapter VII.

CONSERVATION ELEMENT

CONSERVATION ELEMENT

Purpose

The purpose of the Conservation Element of the Specific Plan is to set forth procedures for compliance with the resource protection and environmental design objectives of the Specific Plan. The rationale for the creation of each policy and the information documenting why each policy was proposed are set forth in detail in the *Downtown Specific Plan EIR (EIR-1896)* and *Master Environmental Assessment*. The chapters of the EIR pertaining to each corresponding Conservation Element policy subject area may be consulted to obtain useful background information. The EIR also explains why individual policies were included in the Specific Plan Conservation Element. Each policy functioned as a mitigation measure for potentially significant environmental impacts and, for this reason, if an applicant wants to avoid additional CEQA review, it is important that a proposed development conforms with any policy determined by Planning Staff to be relevant for a particular project. It is not necessary to review the *EIR/Master Environmental Assessment* to comply with the policies in the Specific Plan.

Procedures for Implementing the Conservation Element

Step 1: Pre-application Policy Review

To facilitate implementation of the Conservation Element on a case by case basis for individual development projects within the Specific Plan boundary, a checklist has been provided which should be prepared by Planning Staff for an applicant when initial pre-application consultations occur. A copy of this checklist (Conservation Element Policy Checklist) is included provided following the list of policies comprising the Conservation Element. The explicit purpose of this checklist is to provide clear guidance for an applicant about what policies are relevant for a proposed project.

To prepare this checklist, the planner assisting a developer will have to consult the Master Environmental Assessment Constraints Maps which are included in the *Downtown Specific Plan EIR (EIR-1896)*. These maps document constraints such as the presence of cultural resources, areas with existing noise volumes above state or federal standards for residential projects, portions of the city subject to special seismic testing criteria, etc. It will be the obligation of the planner assisting a developer to fill out the Conservation Element Policy Checklist and provide this checklist to the applicant. Then, for most policies, it will be the applicant's responsibility to demonstrate compliance with relevant policies at the time of formal application submittal. In some cases, the best procedure for implementation of some policies will be negoti-

ated during the discretionary review process while in other cases, compliance will occur prior to application completion (e.g., preparation of a noise study or completing a Phase I archaeological survey).

Step 2: Screening Non-complying Applications for Additional CEQA Review

In most cases, as long as a proposed project conforms with the Development Standards in the Specific Plan and complies with all Conservation Element Policies, no further CEQA review should be necessary and a Notice of Exemption can be filed at the time a project is approved. However, in some cases, if an applicant fails to design a project that complies with required policies or if, for some reason, it is not possible to comply with the adopted policies, then additional CEQA review may be necessary. The Planning Department will review applications not complying with Conservation Element policies on a case by case basis and prepare Initial Studies as necessary to determine if additional CEQA processing is necessary. For this reason, it is clearly in the interest of an applicant to design a project that complies with these Policies.

Procedures for Amending the Conservation Element

As the City evolves and new problems and constraints develop, it may be desirable or necessary to amend the Conservation Element to remove, add to, modify, or change some policies. The amendment of the Conservation Element would be subject to further CEQA review and should be processed

as a General Plan Amendment policy modification.

Using the Conservation Element: Applicant and Planner Consultation

A table which summarizes each of the policies included in the Conservation Element is provided following the list of Conservation Element policies, and, when used in conjunction with the Conservation Element Policy Checklist, these two tables should provide a clear path for compliance with relevant policies. For most applicants, preparation of the Checklist and review of the Conservation Element Summary Table should clearly define what needs to be done to achieve compliance with relevant policies. Some policies require pre-development studies, others require the payment of fees, while others simply recommend design solutions that include consideration of environmental variables. Some policies require monitoring of future conditions and consultations with other local agencies.

To design a project which complies with Conservation Element policies, project applicants may want to discuss individual policy requirements with staff. The *Specific Plan EIR and Master Environmental Assessment* was designed to supply Planning Staff with sufficient background information to explain the rationale and intent of each policy. Further background information concerning certain resources covered by the Conservation Element may be obtained from a number of sources and Planning Staff should provide guidance to assist a development applicant seeking additional in-

formation. The City should also have a list of qualified consultants familiar with the resources protected by the Conservation Element available for applicants to facilitate the process of compliance for studies that require special expertise (geology, noise, cultural resources, biological resources, etc.).

Policies Applicable to City Planning Efforts Rather Than Individual Development Projects

Several of the mitigation measures included in the *Specific Plan EIR* included policy recommendations that were not designed to be incorporated into individual projects. Compliance with these mitigation measures/policy concepts would be the responsibility of the City rather than individual development applicants. These measures included the following policy recommendations:

Hazardous Materials and Oil Facilities

- (1) An auditing program should be systematized and extended to all parcels where the City determines that there is either a likelihood or possibility that hazardous materials are present on a parcel to be developed under the Specific Plan. A set of criteria should be developed by the City so a potential parcel purchaser will know if an audit will be required. Parcels to be developed by present owners (where a transfer of property is not contemplated) could be exempt from this requirement unless, in the City's judgment, this exemption may result in

disputes over the development of adjacent parcels.

- (2) The City should consider initiation of a Coastal and Specific Plan Area Enhancement Fund program to accumulate money necessary to assist in the remediation of existing contamination, to purchase land and facilities currently being used for uses incompatible with the Specific Plan and Redevelopment Plan, and to otherwise improve the compatibility of land uses and quality of life within the Specific Plan Boundary and immediately adjacent areas.

Geologic Hazards

- (1) To reduce potential loss of life and damage due to a tsunami, the City shall continue participation in the Seismic Sea Wave Warning System, prohibit construction of critical service structures (hospitals, fire stations, police stations, etc.) in the tsunami hazard zone, and continue development and maintenance of a City-wide warning and evacuation plan as part of the Emergency Preparedness Plan.

School Facilities Policies

- (1) The Community Development Department shall actively consult with local school districts to coordinate and facilitate future educational facility improvements required as a result of Specific Plan development.
- (2) The Ventura Unified School District and the Redevelopment Agency shall coordinate future buildout of the District's

property in the Specific Plan boundary. Development options shall include considering property exchanges and the use of condemnation to provide adequate room for expansion of school facilities within the Plan boundary and immediate vicinity.

Conservation Element Policies Relevant for Individual Development Projects

Heritage Resource Policies

Inventory Requirements for Development Within the Specific Plan Area

- (1) Prior to approving discretionary development on lands within the Specific Plan Area, City staff shall review the heritage resource sensitivity of parcels proposed for development by consulting available inventories of prehistoric and historic sites. Phase I studies shall be required on all parcels designated as potentially sensitive for subsurface heritage resources or historic structures. The sensitive areas are defined in Figures 9-1 and 9-2 of this EIR. Exceptions to the Phase I study requirement can be made by the Community Development Director or by the Executive Director of the Redevelopment Agency in cases where: (1) prior archaeological or historic studies have been performed and no significant deposits have been found; (2) building additions and modifications will not exceed 5% of the existing building footprint square footage; (3) interior remodelling or exte-

rior facade renovation is proposed; or (4) other circumstances that warrant an exemption from the Phase I study requirement. Exemption decisions should be coordinated as part of CEQA review of a project. Exemptions shall not be permitted for Phase II or III studies on any parcel where deposits or historic structures meeting CEQA definitions of significance are met.

Historic and Prehistoric Archaeological Sites: Significance Evaluation (Phase II) and Mitigation Programs (Phase III)

- (2) If archival or physical evidence on the surface of a site proposed for development indicates that archaeological resources or important historic resources may be present, Phase II (subsurface) archaeological test excavations designed and implemented by trained historic and/or prehistoric archaeologists, and/or study of historic structures shall be completed. The Phase II requirements are required in those areas designated sensitive in the June, 1977 UCLA Archaeological Survey of the Downtown area and the City sponsored May, 1980 Archival Study/Historic Overview, or in any area designated as containing an archaeological deposit as a result of a Phase I study. A continuously updated sensitivity map shall be maintained by the City showing the location of both prehistoric and historic sites or structures of significance. The investigation shall determine the probable areal and vertical extent of archaeological remains, and determine whether the deposits are in situ and meet CEQA eligi-

bility requirements. In the cases of historic structures, the Phase II study shall identify the significance of the structure and any potential mitigation plan which may reduce impacts to the structure. The Phase II report shall include a plan for mitigation complying with Appendix K of CEQA if significant deposits or historic buildings or sites are encountered.

- (3) If determined eligible under CEQA, impacts to a significant historic or prehistoric archaeological site or standing structure within the Specific Plan Area shall be mitigated through a Phase III (subsurface testing or architectural documentation) data recovery program. Financial limitations on Phase III programs shall conform with Appendix K of CEQA Guidelines, unless construction is undertaken with Federal Funds in which case mitigation funding shall comply with and be limited only by Federal standards and guidelines.
- (4) If feasible, construction impacts to significant archaeological deposits shall be minimized through the use of less destructive footing construction technology (post-tensioned slabs, pier footings, etc.).
- (5) In cases where a Phase III data recovery program is required and once a mitigation data recovery program has been completed, a qualified archaeologist shall be present during all excavation activity, including preliminary soil investigations and trenching for foundations, utilities, and grading. When items of historic or archaeological value

are uncovered, work shall be halted for a time period reasonable to the City to assess the features and, if necessary, prepare a plan to preserve or recover them. If the proposed project is located in an area with prehistoric or historic native Californian sites, then a native descendant shall also be retained to perform monitoring.

Proposed Policies Applicable to Historic Architectural Sites

- (1) Development within the Specific Plan Area shall be performed in accord with all existing historic structure inventory and management programs currently promulgated by the City.
- (2) New construction shall be set back from and be architecturally compatible with the historic features, buildings, or landmarks. New construction shall comply with Art in Public Places and Design Guidelines contained in other components of the Specific Plan and with standards established by the City's Historic Preservation Commission.
- (3) If a designated historic landmark will be demolished as a result of Specific Plan implementation, an historic structure report shall be prepared by a qualified architectural historian describing the history and significance of the building. Floor plans, elevations and photographic documentation of the structure shall be provided in this report. The report shall be filed with the State Office of Historic Preservation Clearinghouse and with local museums, agencies, and historic societies.

Periodic Paleontological Review

- (1) A periodic systematic inspection should be made by a qualified paleontologist of any Pleistocene deposits which are cut by excavation activities. When finds are made, construction equipment shall be diverted away from the critical areas and the fossils identified and removed. Clauses should be inserted in grading and building permits requiring the developer to contact the Ventura County Historical Society, the Los Angeles Natural History Museum, and/or the Invertebrate Paleontologist at the UCLA Department of Geology when a discovery is made. These agencies should be notified of grading plans and schedules, site maps, pertinent sections of geologic reports, and EIR sections relating to paleontological conditions. They should be permitted to inspect the construction sites and assist the on-site inspection in collecting fossil materials.

Biological Resources and Coastal Processes

- (1) All new development adjacent to or with the potential to directly impact significant biological communities shall be designed and sited to minimize adverse environmental impacts to the maximum extent feasible. Where adverse impacts are unavoidable, the City shall require preparation of a landscape plan which addresses restoration or replacement of native vegetation, erosion control, and restoration (e.g., installation of sediment detention basins and either

hand planting or hydroseeding immediately after finish grading). Planting methods should be based on the most successful revegetation methods for the affected habitat type.

- (2) A setback and buffer of 100 feet or the maximum setback feasible as determined by the City Council or their designee at a public hearing shall be maintained between riparian habitats and new development. Only in very limited circumstances should a setback and buffer of less than 100 feet be allowed. Driveways and walkways shall be excluded from the 100 foot setback. The setbacks of buildings and all development, including driveways and walkways, shall be required to minimize impacts, unless it can be demonstrated by a resource specialist that other environmental mitigation methods would be effective.
- (3) Oil and grease traps shall be provided where any new paved roadways, parking areas, or proposed land uses are to be located adjacent to an identified biological community or in cases where surface drainage will carry significant amounts of biologically detrimental materials through storm drains that direct runoff into sensitive habitats.
- (4) All landscape plans for new or renovated development shall emphasize the use of native plants to the extent feasible. The following invasive exotics shall be prohibited:

Tree of Heaven

*English and German
Ivy*

<i>Giant reed</i>	<i>Black locust</i>
<i>Scotch and French broom</i>	<i>Periwinkle</i>
<i>Easter and Spanish broom</i>	<i>Pampas Grass Blue</i>
<i>Red gum eucalyptus</i>	<i>Ice plant</i>
<i>Acacia</i>	<i>Garland chrysanthemum</i>
<i>Sydney wattle</i>	<i>Bermuda grass</i>
<i>Black acacia</i>	<i>Beach grass</i>
<i>Fountain grass</i>	<i>Kikuyu grass</i>
<i>Mat grass</i>	<i>Bermuda buttercup</i>
<i>Tamarisk</i>	<i>Artichoke thistle</i>
<i>Water hyacinth</i>	<i>Everlasting pea</i>
<i>Castor bean</i>	<i>Himalaya berry</i>

- (5) New coastal developments adjacent to the beach shall be designed to minimize, so as not to require the use of revetments, sea walls or other coastline protective devices. In cases of existing development, where there are risks to life or significant existing development and some coastal protection is necessary, geotechnical, wave uprush and coastal design studies shall be conducted by qualified, licensed professionals to determine the least disruptive protective alternative, including the potential to relocate the endangered development and to design methods for either eliminating or mitigating long-term impacts associated with local or regional sand supply.
- (6) New development (excluding structures) which promotes seasonal or temporary coastal strand recreational op-

portunities (e.g., beach or sports equipment rentals, designated children's play areas within the sandy beach limit, delimited volleyball courts, seasonal food preparation facilities, etc.), should be permitted within the Pier and beach zone as long as coastal protective devices are not required and no adverse impacts to public access or coastal resources would result.

- (7) With the exception of the seasonal and temporary uses or facilities itemized in Policy 6, new development along the coastline, as determined by the California State Lands Commission shall be set back at least 100 feet from the mean high tide line (except Pier development). To prevent installation of coastal protection facilities in the future, facilities adjacent to the coast shall be set back in areas of active erosion to afford at least 75 years of effective life for any new structure. In cases where it is not possible to either reduce the scale and size of the project or redesign the project to provide a 100-foot setback, the development will be set back to the maximum extent feasible as determined by the City Council or their designee at a public hearing.
- (8) Policies that are contained in the Ventura River Estuary Plan (once adopted, incorporated and certified by the California Coastal Commission) shall apply to applicable developments covered by the Specific Plan.

Visual Resources

- (1) All new construction exceeding 45 feet in height located within any areas designated mixed use or multi-story construction shall submit a view corridor study that demonstrates how the project will retain view corridors between the hillsides and the ocean. A visual analysis shall be performed for any development located on the "Triangle Site" and Paseo de Playa site in order to ensure that public views to and along the ocean and ridgelines are protected.

Air Quality

Short-Term Construction Effects

- (1) All active portions of a construction site shall be watered to prevent excessive dust generation.
- (2) Construction contractors shall properly maintain and operate construction equipment and use direct injection diesel engines if feasible.
- (3) The Community Development Department shall require an asbestos evaluation and, if necessary, an abatement plan prior to approving the demolition of structures within the Plan boundary.

Long Term Effects

- (1) Commercial and residential projects with emissions in excess of thresholds shall be required to contribute to an Air Quality Mitigation Fees. The payment of fees shall be considered "maximum feasible mitigation" and additional mitigation, if fees are imposed, shall not be

required (other than construction related measures). The fee structure will be established by the City and modified as necessary in the future. The Community Development Director or the City Council shall have discretion over the modification of the fee schedule, in the judgment of the Director, such fees would make implementation of a project infeasible.

Hazardous Materials and Oil Facilities

- (1) Due to deficiencies in existing government and private records, on parcels that would be subject to this requirement, the auditing program should require an extensive field survey component. All inoperative tanks, pipes, and contaminated soils discovered during these audits shall ultimately be completely removed using approved disposal procedures. Closures in place should be prohibited.
- (2) A plan and procedures should be in place for the reporting, containment, handling, removal, and disposal of tanks and/or hazardous waste discovered during construction. As needed and at the discretion of the City, an environmental inspector shall be available during the excavation phase of any construction activity to provide waste management guidance.
- (3) Tanks currently operational but not capable of being brought into compliance with AB 362 should be removed. All contaminated soils shall be removed or decontaminated. Steps shall be taken to have currently permitted

hazardous waste generators and handlers phased out of the project area and no new permits issued for such activities.

Geologic Hazards

- (1) For developments situated within Alquist-Priolo or secondary fault hazard zones, developers shall submit a complete geotechnical foundation investigation prepared by a California Certified Engineering Geologist and Geotechnical Engineer. The investigation shall concentrate on specific foundation design recommendations including pile type, capacity and testing. The investigation shall include specific recommendations for structural support which will minimize the potential seismic and liquefaction impacts on the building and parking structures in accordance with Sections 3122.5 and 3142.1 of the San Buenaventura Ordinance Code. The geotechnical engineer shall review the structural foundation plans for conformance with the investigation's recommendations, and perform site inspections during foundation construction (Building Division, standard condition).

Noise

- (1) Design of retail and commercial facilities adjacent to residential uses should if possible site truck loading areas, garbage dumpsters, and loudspeaker systems away from the adjacent residential property lines.

- (2) If necessary, sound attenuation walls or some other form of noise mitigation planning should also be required where retail-commercial and residential uses are planned in close proximity.
- (3) For any residential property situated within a CNEL contour of 65 dBA, noise studies shall be required during the CEQA review process or as a part of building permit review. These studies shall describe building orientation recommendations and other mitigation recommendations that should be incorporated (as feasible) into a project design. Noise studies for other types of development (other than residential) can be required if determined necessary by the Community Development Department Director.
- (4) Balconies with south facing orientation should be planned after site specific noise evaluation are performed. Mitigation measures such as gasketed windows and double paned glazing may be required to comply with guidelines and thresholds.

School Facilities Policies

- (1) Commercial and residential projects shall be required to pay State mandated School District Fees.

Solid Waste Reduction Policies

- (1) Prior to issuance of building permits, to the extent applicable, developments shall include space allocation and provisions for recyclable materials collection facilities in refuse disposal areas for pa-

per, aluminum, glass, cardboard, and newspapers to mitigate cumulative solid waste generation impacts. These requirements shall apply to residential, commercial, retail, and office uses proposed within the Plan Boundary. Prior to final building inspection and before permission for occupancy is granted, these recyclable materials collection facilities shall be installed.

Water Resource Conservation Policies

- (1) All developments within the Plan boundary shall comply with requirements to use ultra low water consumption toilets, showers, faucets. Exterior landscaping drip irrigation systems shall be required for the office and residential portions of the proposed project.
- (2) Ultra low water demand water conserving dishwashers and washing machines shall be used in residential project developed under the Plan. Selection of these fixtures shall be reviewed and approved by the Planning staff. All hot water lines shall be insulated.
- (3) All landscaping in public areas shall be serviced by drip irrigation systems. Turf areas shall be minimized in the landscaping design. Low water demand/drought tolerant native plants shall constitute the majority of the landscaping program.
- (4) Features such as recycling type fountains or dry fountains shall be encouraged in public areas as landscaping features to compensate for the use of drought tolerant plant inventories.
- (5) In any turf areas within public spaces, street medians or landscaping barriers, hydro tensiometers and automatic irrigation systems (or similar technology) shall be used to achieve most effective use of water applied to turf.
- (6) All components of the City's Water Conservation Ordinance plan (the DROP program) for instituting retrofit requirements shall be implemented for all retail-commercial developments within the Plan Boundary.
- (7) Future residential development within the Plan boundary shall be integrated with City planning efforts to obtain additional long term water supplies.

Conservation Element Summary

Policy Topic	Policy Number	Policy Description
Heritage Resources	1	Perform Phase I survey of parcels within mapped sensitive areas.
Heritage Resources	2	Conduct Phase II investigations to plan mitigation programs.
Heritage Resources	3	Conduct Phase III data recovery mitigation as necessary.
Heritage Resources	4	Use special footing construction techniques to avoid impacts to significant deposits.
Heritage Resources	5	Monitor construction in significant deposits and perform additional data recovery as necessary.
Historic Architecture	1	Developments affecting historic properties must conform with existing historic building inventory and management programs.
Historic Architecture	2	New construction shall be compatible with historic character and standards established by the Historic Preservation Commission.
Historic Architecture	3	Historic Structure Reports and other mitigation will be required if designated landmarks are impacted by development.
Paleontology	1	Periodic review of construction in fossil bearing deposits shall be performed.
Biology and Coastal Processes	1	Landscape plans emphasizing native plants are required.
Biology and Coastal Processes	2	Maintain 100' buffer from riparian vegetation.

Policy Topics	Policy Number	Policy Description
Biology and Coastal Processes	3	Comply with NPDES requirements and install oil and, as necessary, grease traps in storm drain system.
Biology and Coastal Processes	4	Prohibit use of certain exotic species in landscape plans.
Biology and Coastal Processes	5	Minimize the use of revetments, sea walls, and coastline protective structures.
Biology and Coastal Processes	6	Limitations on coastal strand recreational opportunities.
Biology and Coastal Processes	7	Set back new development 100' from mean high tide line.
Biology and Coastal Processes	8	Incorporate policies in the Ventura River Estuary Plan into the Specific Plan.
Visual Resources	1	New construction exceeding 45' in height requires visual resource study.
Short Term Air Quality	1	Water construction sites to prevent dust generation.
Short Term Air Quality	2	Maintain equipment to APCD and operating standards.
Short Term Air Quality	3	Require asbestos evaluation for demolition (if necessary).
Long Term Air Quality	1	Pay mitigation fees for impacts in excess of County thresholds.
Hazardous Materials	1	Field survey/audit/test as necessary for buried tanks and pipelines.

Conservation Element Summary (cont.)

Policy Topic	Policy Number	Policy Description
Hazardous Materials	2	Monitor removal of tanks and prepare plans to remediate spills (as necessary).
Hazardous Materials	3	Remove subsurface tanks not in compliance with state or federal standards.
Geologic Hazards	1	Complete geotechnical foundation studies in Alquist-Priolo zones.
Noise	1	Design retail/commercial facilities to avoid incompatibilities with residential structures
Noise	2	Use sound attenuation structures as necessary.
Noise	3	Noise studies shall be required for certain residential projects.
Noise	4	Balconies shall be planned (within noise corridors) after the completion of noise studies.
School Facilities	1	Pay state mandated school fees prior to obtaining building permits.
Solid Waste	1	Include solid waste reduction techniques and facilities in project design.
Water Resources	1	Include ultra low flow fixtures in project design.
Water Resources	2	Ultra low flow dishwashers and washing machines should be included in residential projects.
Water Resources	3	Historic Structure Reports and other mitigation will be required if designated landmarks are impacted by development.

Policy Topic	Policy Number	Policy Description
Water Resources	4	Use best available water demand reduction technology in turf areas.
Water Resources	5	Use recirculating fountains and dry fountains in landscaping plans.
Water Resources	6	Comply with City D. R. O. P. retrofit requirements.
Water Resources	7	Integrate new development into other long term water reduction strategies.

Conservation Element Policy Checklist

Project Title:				
Project Applicant:				
Policy Applicable To This Project				
Yes	No	Possibly ¹	Policy Topic	Policy Number
			Heritage Resources	1
			Heritage Resources	2
			Heritage Resources	3
			Heritage Resources	4
			Heritage Resources	5
			Historic Architecture	1
			Historic Architecture	2
			Historic Architecture	3
			Paleontology	1
			Biology and Coastal Processes	1
			Biology and Coastal Processes	2
			Biology and Coastal Processes	3
			Biology and Coastal Processes	4
			Biology and Coastal Processes	5
			Biology and Coastal Processes	6

Yes	No	Possibly ¹	Policy Topic	Policy Number
			Biology and Coastal Processes	7
			Biology and Coastal Processes	8
			Visual Resources	1
			Air Quality (short term)	1
			Air Quality (short term)	2
			Air Quality (short term)	3
			Air Quality (long term)	1
			Hazardous Materials	1
			Hazardous Materials	2
			Hazardous Materials	3
			Geologic Hazards	1
			Noise	1
			Noise	2
			Noise	3
			Noise	4
			School Facilities	1

¹Depending on the results of preliminary studies

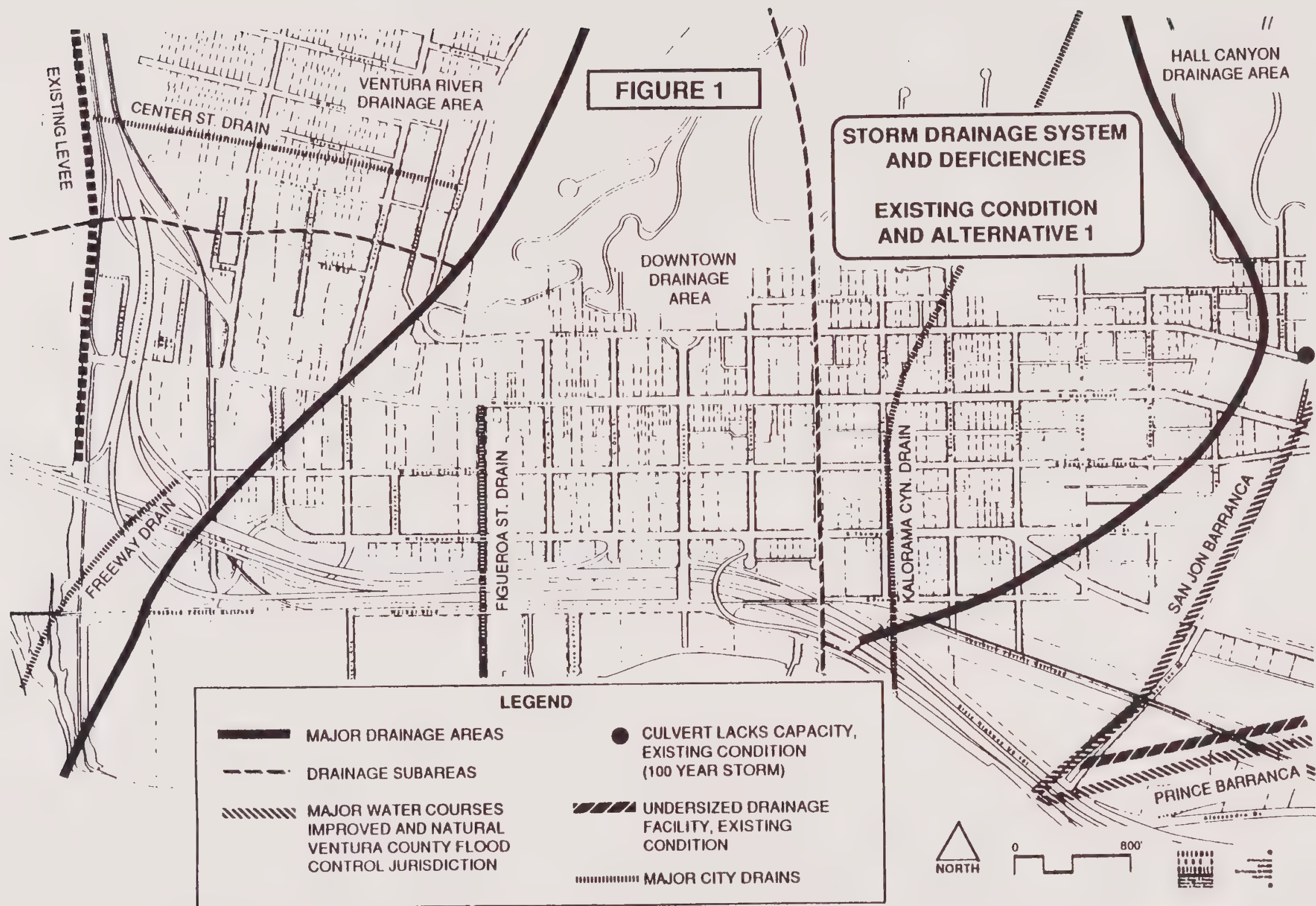
Conservation Element Policy Checklist (cont.)

Project Title:				
Project Applicant:				
Policy Applicable To This Project				
Yes	No	Possibly¹	Policy Topic	Policy Number
			Solid Waste	1
			Water Resources	1
			Water Resources	2
			Water Resources	3
			Water Resources	4
			Water Resources	5
			Water Resources	6
			Water Resources	7

¹Depending on the results of preliminary studies

Chapter VIII.

UTILITIES & INFRASTRUCTURE ELEMENT



Source: Figure 6.9-1, Final Environmental Impact Report - Comprehensive Plan Update to the Year 2010

Population Projection: 122,000 Persons

INFRASTRUCTURE ELEMENT

STORM DRAINAGE SYSTEM

UTILITIES & INFRASTRUCTURE ELEMENT

This element describes the storm drainage, water and sanitary sewer systems needed to support the revitalization of the Downtown Ventura Specific Plan area. It also includes policies and standards for improvements and mitigating impacts to these systems.

Storm Drainage

Existing Conditions and Resources

Figure 1 shows existing storm drainage facilities within the Specific Plan area. The system consists of drainage inlets and pipes, culverts, boxes and channels directing storm water flows to the Ventura River and the Pacific Ocean via San Jon Barranca and a system of local drains known as the "Freeway," "Fairgrounds," "Figueroa," "Oak," "California," and "Kalorama" Drains.

Downtown Ventura primarily drains to the adjacent Ventura River and its lagoon, which is a sensitive habitat, and to the Pacific Ocean. In the eastern portion of the Plan area, from Cemetery Memorial Park down to Sanjon Road, drainage is toward the San Jon Barranca system to the Ocean.

Storm drainage deficiencies exist in San Jon Barranca with flows at 144 percent of capacity above Poli Street and 117 percent of ca-

capacity below Thompson Boulevard, according to pages 6-229 of the Final Master Environmental Impact Report for the Comprehensive Plan Update to the Year 2010. In a 100-year frequency storm, the culvert near Main Street, Cemetery Memorial Park and Thompson Boulevard would be deficient. Except for part of the triangular property between the Ventura Freeway, Southern Pacific Railroad and Kalorama Street, no new major developments are proposed by this Plan in this drainage area for the next twenty years. There is a possibility of upstream residential development outside of the Plan area which the EIR indicates could affect downstream drainage deficiencies in the San Jon Barranca.

Storm drainage improvements to the Kalorama Drain and construction of the Ramona Street Storm Drain by the City have mitigated many of the storm drainage deficiencies in the Downtown area. Extensions of the Ventura Avenue area's major drains will be necessary to further alleviate deficiencies in the Ventura Avenue area. In the Downtown area, Figueroa Street Drain and Kalorama Drain are the main below-ground drainage improvements.

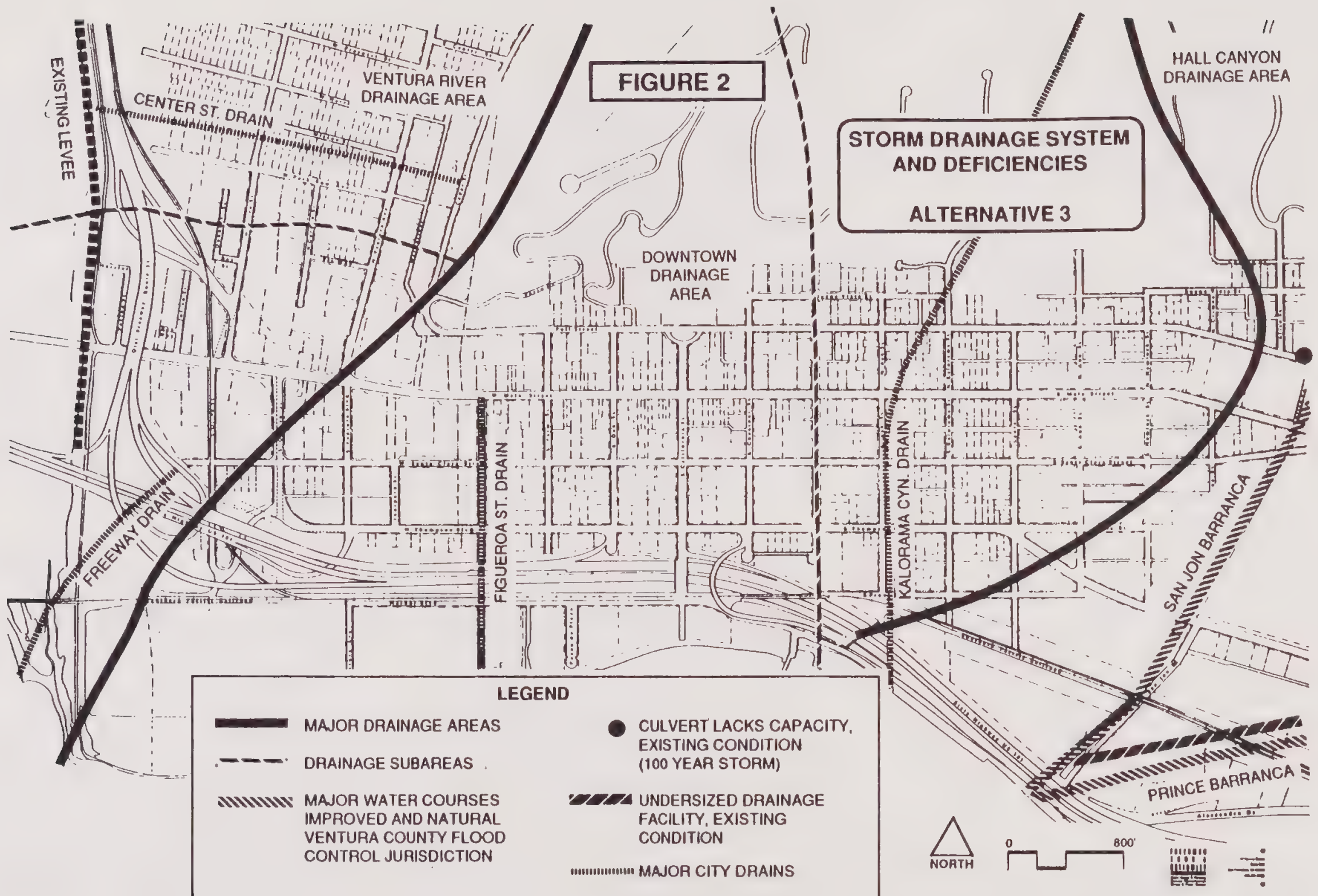
Storm Drainage Improvements

A city storm drainage system usually has six major elements. This section is descriptive and is not a list of policies.

1. A system of street gutters, drain inlets and special drains to collect the storm runoff from individual properties and direct it to the city's trunk lines and drain channels.

2. A system of trunk lines (pipes which are thirty-six inches in diameter or larger) and drainage channels to convey storm runoff from the drop inlets and retention basins to a natural stream channel which will carry the water away from the city.
3. "Detention basins" may be required if the capacity of the trunk line and channel system are not adequate to carry away storm waters that may accumulate during a "design storm," or if the water needs to be retained and "settled" in order to avoid carrying too high a level of pollutants from streets or industrial storage areas to stream channels.
4. A means of testing the amount of pollution in storm runoff waters to ensure that runoff complies with environmental regulations and does not adversely affect the "natural waters" into which it flows.
5. Systems for cleaning streets, pipes, culverts and channels to minimize blocked areas and environmental pollution.
6. A means of identifying potential flooding areas in particularly severe storms or where trunk lines and channels become blocked, and a means of warning residents and firms in these areas of potential or incipient danger.

The Specific Plan addresses the capital improvements associated with elements 1, 2 and 3 above. Table 8.1 indicates proposed improvements.



Source: Figure 6.9-3, Final Environmental Impact Report -
Comprehensive Plan Update to the Year 2010

Population Projection: 122,000 Persons

INFRASTRUCTURE ELEMENT

STORM DRAINAGE SYSTEM

Table 8.1
Storm Drainage Capital Improvements

Description	Cost
General City Storm Drainage Line Improvements - Downtown Share Unknown, After Fiscal Year 1992, 6 Years	\$ 462,188
Improvements to San Jon Drainage After 1996, Not Yet Budgeted (Estimate)	\$1,000,000

While the accompanying charts indicate the present (Figure 1) and projected (Figure 2) public efforts for such facilities, developers may expect to be asked to participate in these and smaller scale improvements as part of projects. These costs cannot be calculated at this time in the absence of specific project plans.

Storm Drainage Improvement Policies

Policy 1: The storm drainage system should be able to prevent uncontrolled storm water runoff in all areas of Downtown, under both existing and future conditions.

Policy 2: The City Capital Improvement Program should contribute funding for trunk drainage lines as needed to implement City responsibility under Policy 1 above.

Policy 3: Developments will need to provide for the design and construction of storm drainage improvements in a manner acceptable to the City Engineer based on adopted City Plans. These improvements involve connecting on-site drainage to City street, underground and barranca drainage systems.

Water Service

Existing Conditions and Resources

Water is supplied to Downtown via a municipal system using water purchased from the Casitas Municipal Water District at Lake Casitas, and from the Ventura River. The long term water supply condition is the basis for Specific Plan recommendations subject to a comprehensive water management plan.

Since 1990 a water shortage has been declared for the City and the entire Casitas District. A six-year drought has produced a reduced supply of water which resulted in limits on new water meter connections. Generally, new plumbing fixtures are not permitted except for replacement or expansion of existing buildings, individual single-family homes and affordable housing developments. This emergency may last one year or several years until substantial rains recharge Lake Casitas and underground aquifers, and/or until new supplies of water such as seawater distillation or importation of water from the State aqueduct system are available.

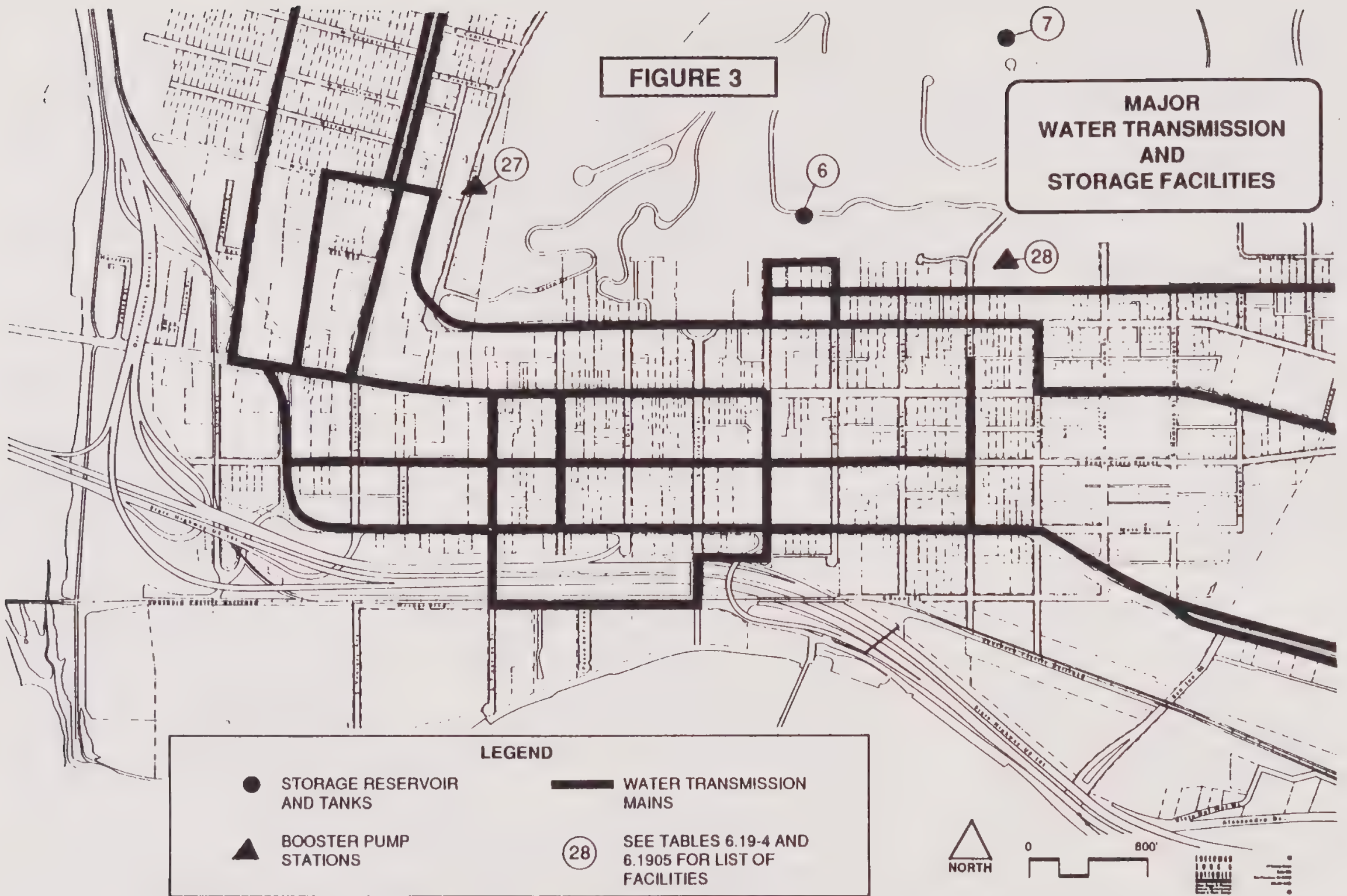
The existing water system and proposed public efforts are illustrated in Figures 3 and 4. The recommendations of the Boyle Engineering report, "Water Systems Operational Evaluation and Improvement Program," which will be published in 1992, should be implemented for all development. This includes water system improvements which will be needed to deliver water reliably to properties in Ventura.

Water Service Improvements

A city water service system usually has six major elements. These elements are descriptive and are not policies.

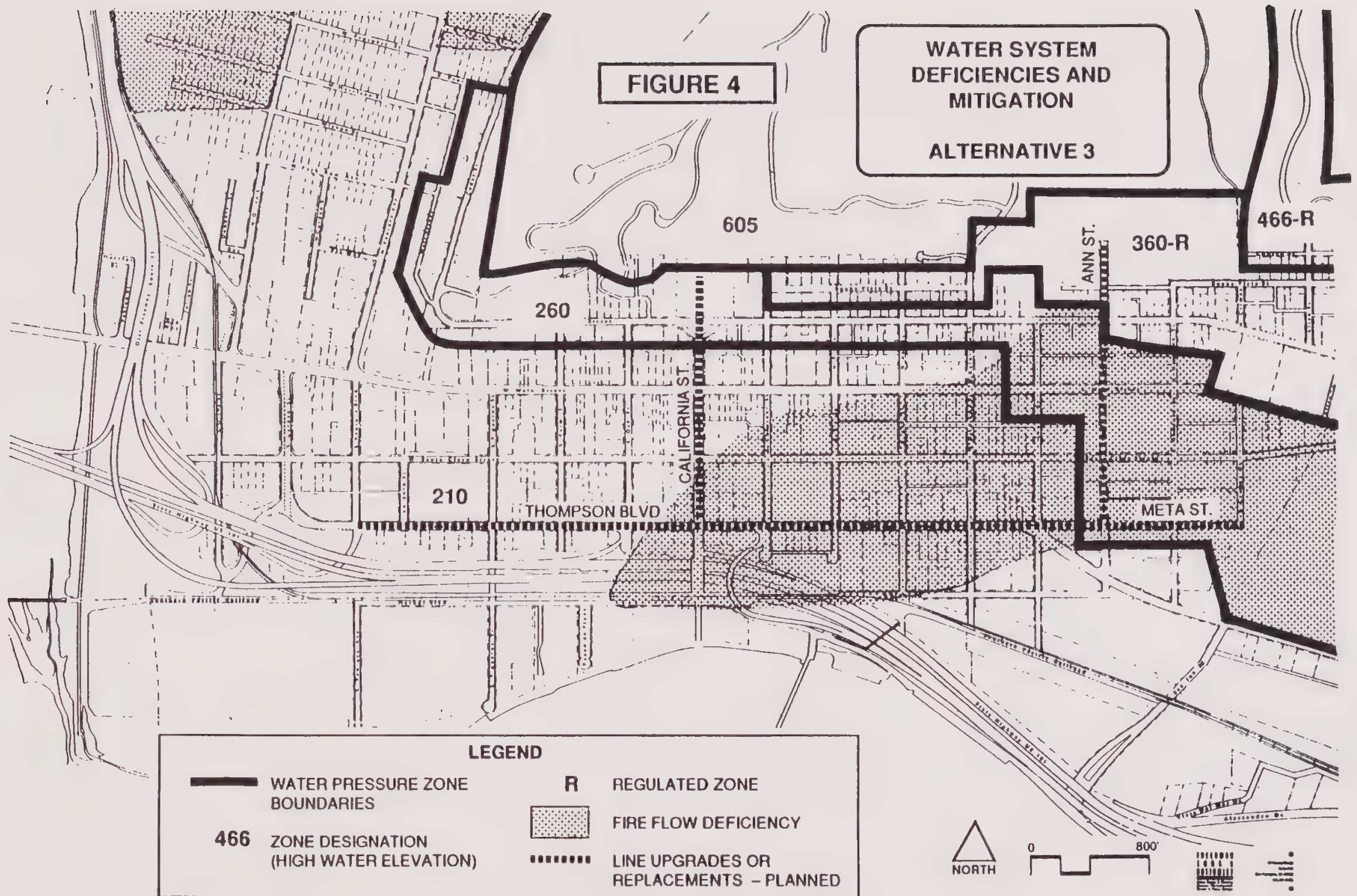
1. A source or sources of supply from lakes, wells or surface (river) sources. Storage tanks are used to provide adequate pressure and to insure an adequate supply for emergencies or when maintenance on a well is required.
2. A means of testing the purity and treating it as necessary to assure water potability.
3. Water mains to interconnect the sources of supply and the storage tank and to connect them with the local distribution systems enabling the local distribution networks to draw from alternative sources when necessary.
4. Local lines to distribute the water to individual customers and meters to measure the amount of water used by them. These lines must be sufficiently large to provide for fire flows. It is important that these local lines provide "loop" circulation to provide continuous flow.
5. A system of hydrants to be used by the Fire Department.
6. A management, operating and maintenance group.

Table 8.2 addresses the capital improvements associated with elements 3 and 4.



Source: Figure 6.19-2, Final Environmental Impact Report -
Comprehensive Plan Update to the Year 2010

INFRASTRUCTURE ELEMENT WATER SYSTEM



Source: Figure 6.19-5, Final Environmental Impact Report -
Comprehensive Plan Update to the Year 2010

Population Projection: 122,000 Persons

INFRASTRUCTURE ELEMENT

WATER SYSTEM

Table 8.2
Water Line Capital Improvements

Description	Cost
8-Inch Line Replacement, Ann Street from Main Street to Front Street	\$159,000
6-Inch Line Replacement, California Street, Poli Street to Thompson Boulevard	\$210,000
8-Inch Line Replacement, Meta Street, Thompson Boulevard to Crimea Street	\$196,000
12-Inch Line Replacement, Thompson Boulevard, Ventura Avenue to Hemlock Street	\$784,000
DOWNTOWN TOTAL	\$1,349,000
Additional Possible Downtown Share, Amount Unknown, After 1992 Fiscal Year General City Waterline Replacement	\$2,856,568

Determining further costs for fire suppression will be determined as the project area develops and individual developers submit development plans for approval. This is a normal cost applied to each development.

On October 7, 1991 the Ventura City Council adopted Ordinance 91-22, a new program of fire sprinklers for designated categories of buildings. Developers should consult with the City Fire Prevention Division to determine necessary improvements. New construction in general has a fire sprinkler requirement. In existing buildings where new additions add over 2,500 square feet to the structures resulting in a total area of 5,000 square feet or greater, or where a higher fire occupancy rating results from a change of use, fire sprinklers will be required. For existing high-rise

buildings that have floors for human occupancy located more than 75 feet above the lowest floor level having building access, fire sprinklers are now required.

Water Service Standards

Residential uses typically consume 122 gallons per capita per day in non-drought conditions or approximately 305 gallons per dwelling per day. Commercial and industrial uses typically consume 2500 gallons per acre per day, although this is variable based on specific uses.

Water Service Improvement Policies

Policy 1: Water service to all properties shall provide for sufficient water quality, pressure and reliability in order to meet all needs including fire protection flow standards.

Policy 2: The water system will require additional parallel lines, looping, upsizing or rerouting of some of the distribution facilities, as well as augmentation of basic water sources from the Casitas Water District and/or the City. More intense development demands more service and may push an individual area over the threshold for upsizing facilities.

Policy 3: Developments will need to provide for the design and construction of water improvements in a manner acceptable to the City Engineer based on the recommendations of the Boyle Engineering Corporation's Water System Operational Evaluation and Improvement Program as amended from time to time, and/or other City-contracted water supply studies.

Sanitary Sewers

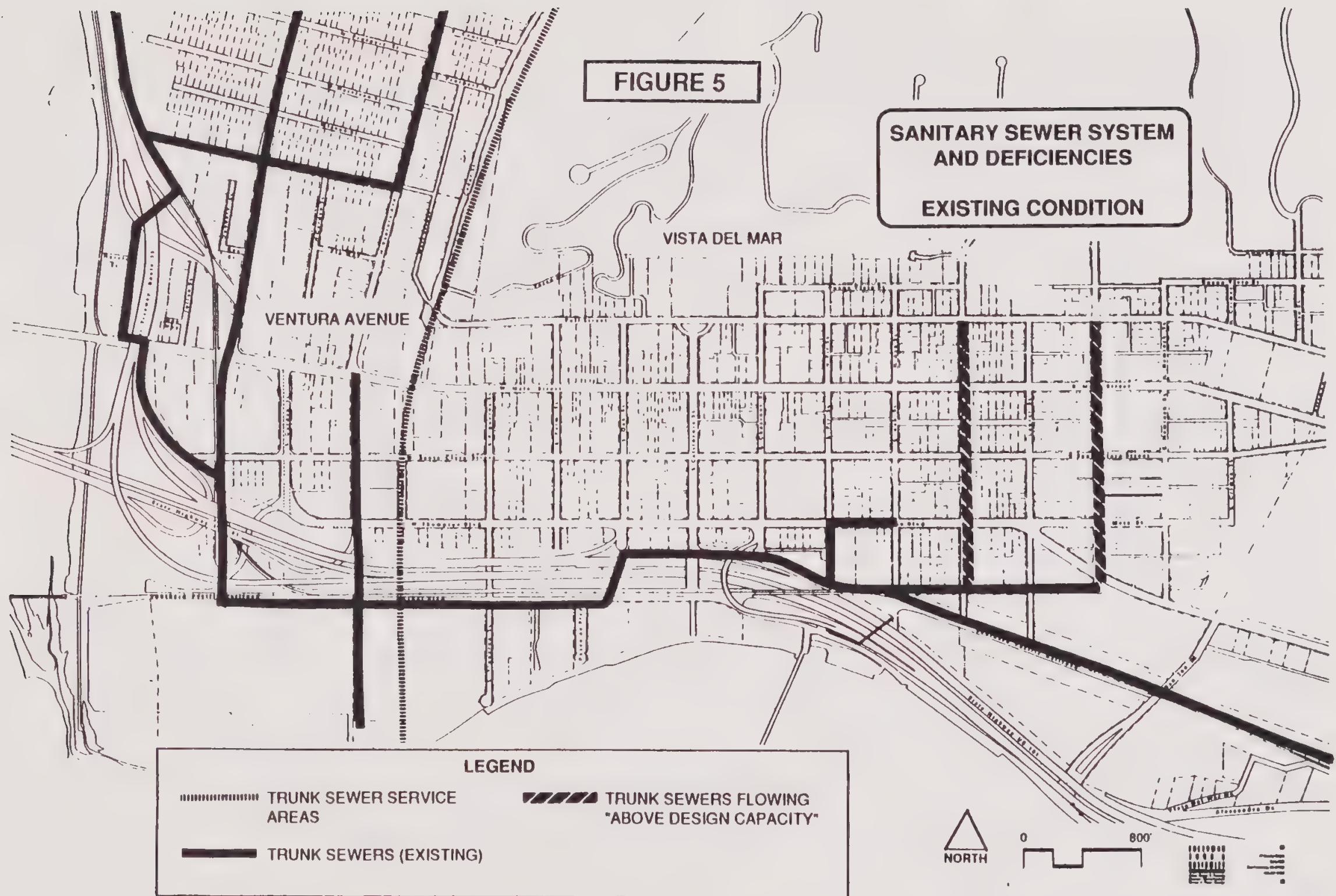
Existing Conditions and Resources

The City's sanitary sewer system collects effluent into trunk lines and directs the flow to the City sewage treatment plant at Harbor Boulevard and Olivas Park Drive, two miles southeast of the Plan area. All areas of Downtown are served by sewer main lines, although in the triangular area bordered by U.S. 101, the Southern Pacific tracks and Sanjon Road, main lines are not yet installed across the property. Figures 5 and 6 show the sewer main system in Downtown.

As described in the Downtown Redevelopment Plan Amendment Environmental Impact Report (EIR 1487, March 1990), most of Downtown has relied upon six-inch sewer lines which can be inadequate when additional development increases the sewage flow. As new developments occur, sewer lines should be upgraded or replaced to eight- or ten-inch lines as needed, based on determinations by the City Engineer.

The City's waste water treatment plant has a capacity of 14 million gallons per day (average daily flow). Current average use is 10.48 million gallons per day. This leaves 3.52 million gallons per day capacity. The 20-year buildout of Downtown is not expected to significantly impact the remaining capacity, assuming 82 gallons per capita per day of additional use.

The Comprehensive Plan EIR, pages 6-404, states that the Seaside Transfer Station on Figueroa Street below Harbor Boulevard has a current peak flow of 2.5 million gal-

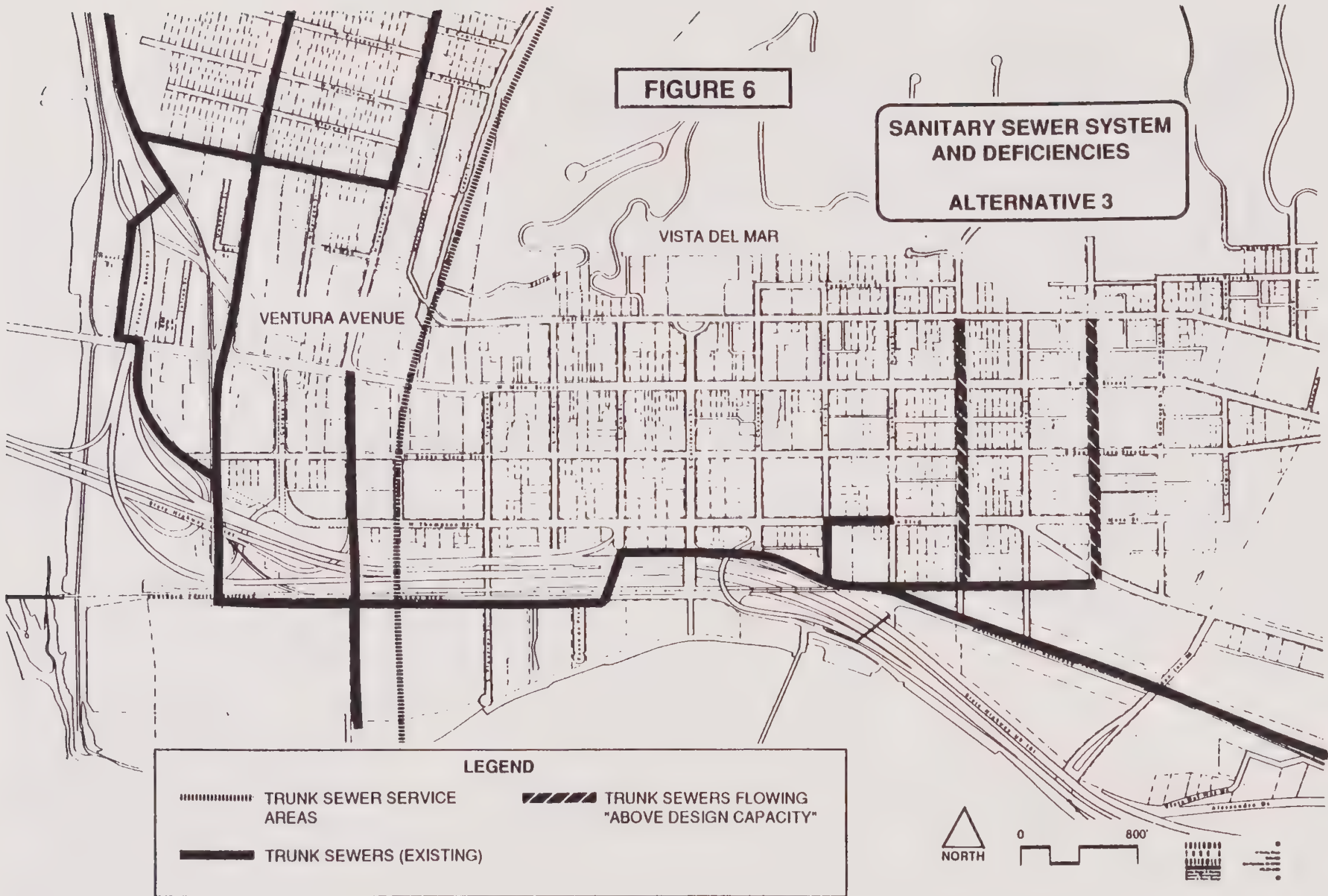


Source: Figure 6.15-2, Final Environmental Impact Report -
Comprehensive Plan Update to the Year 2010

Population Projection: 94,000 Persons

INFRASTRUCTURE ELEMENT

SANITARY SEWER SYSTEM



Source: Figure 6.15-5, Final Environmental Impact Report -
Comprehensive Plan Update to the Year 2010

Population Projection: 122,000 Persons

INFRASTRUCTURE ELEMENT

SANITARY SEWER SYSTEM

lons per day and has a wet weather capacity of 7.0 million gallons per day.

Sanitary Sewer Improvements

A city sanitary sewer system usually has five major elements. These elements are descriptive and are not policies.

1. A system of local collection lines to transmit the effluent from houses, stores, offices, industries and community facilities to the trunk lines and/or a treatment plant.
2. A system of trunk lines (both gravity and pressure) and pumping plants to transmit the aggregated effluent from the different sections of the city to a treatment facility.
3. A treatment plant to process the effluent so that the treated liquid portion may be returned to the environment. The solid wastes must also be disposed of either as a commercial product or to a "dump site."
4. A means of testing the treatment plant's products to ensure that they comply with environmental regulations.
5. A management, operating and maintenance group.

Table 8.3 addresses the capital improvements associated with elements 1 and 2.

Improvements to the existing system may be needed with developer participation in costs as individual areas are built out.

Table 8.3
Sewer Line Capital Improvements

Description	Cost
General City Sewer Line Replacement - Downtown Share Unknown, After Fiscal Year 1992, 6 Years	\$ 679,937
Two Sewer Mains, Kalorama and Ann Streets, After 1996, Not Yet Budgeted (Estimate)	\$ 300,000

Sanitary Sewer Standards

Sewer lines for residential uses should be able to receive 85 gallons per capita per day, which is approximately 204 gallons per dwelling per day. Commercial and industrial uses should not generate more than approximately 0.0061 cubic feet per second per acre for most uses.

Sanitary Sewer Policies

Policy 1: All properties will be served by sewer lines and sewer mains which are of adequate size and design to move sewage to the City sewage treatment plant in a sanitary and reliable manner.

Policy 2: The City should provide Capital Improvement Program funding to implement its responsibilities under Policy 1 above, in particular in the Kalorama Street and Ann Street areas.

Policy 3: For new developments, hydraulic calculations should be submitted as a part of the building permit plan check process to determine if the existing sewer mains serving the proposed development have available capacity for its additional demands. If capacity is not available, sewer mains of adequate size should be designed

and constructed in a manner acceptable to the City Engineer. For example, present six-inch diameter lines may need to be increased to eight- or ten-inch lines.

Conclusion

The impacts of the Specific Plan population and development over the next twenty years would be similar to those discussed in the Downtown Redevelopment Plan Amendment Environmental Impact Report (EIR 1487, published in March 1990, P. 92 et seq.) and the Final EIR for the Comprehensive Plan Update to the Year 2010.

Projection of existing and planned conditions for storm drainage, water, and sewer infrastructure is based upon the Final Master Environmental Impact Report for the Comprehensive Plan Update to the Year 2010. Existing conditions generally are reflected by Alternative 1 of that EIR. Planned conditions for the Year 2010 are based upon Alternative 3 with a Citywide population of 122,000. Alternative 2 (102,000 residents) and Alternative 4 (147,000 residents) are not specifically addressed since they are not the likely scenarios for the Year 2010.

Impacts can be mitigated by development responding to City standards in infrastructure upgrades at the time of construction. Specific larger scale City improvements mentioned will support existing and proposed conditions.

Chapter IX.

IMPLEMENTATION ELEMENT

IMPLEMENTATION ELEMENT

Implementing the Specific Plan & Revitalization Strategy requires coordinated action on a number of different fronts:

Public Improvements - to set the stage for private sector investment.

Downtown Support and Promotion Efforts - to strengthen the mix and marketability of Downtown businesses and the attractiveness of Downtown development sites.

Policy & Regulatory Framework - to promote new development that will support Downtown's economic base, to require high quality renovations and new development, and to provide for consistency between the Specific Plan and the City's other policy and regulatory tools.

This Element outlines approaches the City of Ventura should undertake in these areas to achieve its Downtown revitalization objectives.

Public Improvements

Overview

By constructing public improvements, the City of Ventura will make a visible economic commitment to the revitalization of Downtown. These improvements will add value to the area, thereby laying a founda-

tion for future private sector investment in the form of building renovations and new development. With development standards and guidelines in place, new private sector investment will combine with public improvements to fulfill the City's vision for Downtown. To maximize economic benefit, improvement efforts must be as visible as possible.

Public Improvements and estimated costs are listed in Table 9.1, "Public Improvements Construction Costs." (They are described in detail in Chapter IV, under "Urban Design Improvements," and in Chapter VIII, under the respective infrastructure improvements.) These near term, 5-7 year improvements are needed to get revitalization efforts underway. Long term improvements will complete the fundamental elements of the public realm that link the Downtown Core with the Oceanfront.

More specific schedules for these improvements will be established as part of the City's yearly Capital Improvements Program (CIP) process.

Costs and Financing

For construction and program costs associated with the Plan, a number of revenue sources will need to be relied upon. Possible sources are listed below.

1. **Redevelopment/Tax Increment Financing** - Within the boundaries of the Redevelopment Plan Area, property tax increments that accrue after a "base year" amount is established may be allocated to promote investment in the Redevelopment Plan Area. This tax increment may be used as the basis to sell bonds for capital improvement projects as well as administrative and other costs. The bulk of the Downtown Core

Table 9.1
Public Improvements Construction Costs
5-7 Year Objectives

Improvement Item	Cost*
California Street: Palm Trees and Ornamental Lights	\$1,406,000
Downtown Plaza	\$1,043,000
Bridge Improvements	\$883,000
Interim Improvements to California Street Off-Ramp	\$6,000
Figueroa Street Improvements: Palm Trees Ornamental Lights and Center Island	\$337,000
Downtown Landmark	\$875,000

*Includes General Conditions, Design Contingency, Escalation, Bonds, and Overhead & Profit.

Planning Area, however, is outside the boundaries of the existing Redevelopment Plan Area. Tax increment bonds may not be available to fund projects in this area unless they are associated with the provision of low and moderate income housing (in accordance with the 20% housing set-aside provisions for Redevelopment Districts) or are needed to support investment in the Redevelopment District itself.

Currently, tax increment funds generated from the Redevelopment Plan Area are pledged to repay pre-existing debt. Tax increment funds to be generated by a new project would most likely be pledged to finance Agency costs for land acquisition, relocation, site clearance, toxic cleanup, archaeological investigation, etc. Unless the project generated substantial tax increments, it is unlikely there would be supplemental tax increment to pay for other public improvements.

2. **General Fund/Program Grants** - Home improvement assistance, infill street trees, traffic control improvements (if needed) and other basic neighborhood improvements could be financed from the General Fund or from Community Development Block Grant (CDBG) funds, or from a portion of the City's share of State Gas Tax revenues.
3. **Special Assessment Districts** - Landowners could be required to participate in an assessment district to fund construction and maintenance of special "Downtown-Specific" improvements that have a direct beneficial value to adjacent pri-

vate properties. Examples include utilities and traffic improvements, construction of "Downtown Plaza," street lighting and street trees, etc.

4. **Development Fees** - Development within and adjacent to the Downtown Specific Plan Area is required to pay for the additional demand for City facilities and services that it generates. It may be determined, for example, that fees for parks and the recreation and open space facilities generated by new development could be used toward development of an amphitheater in Mission Park or other facilities.
5. **Mello-Roos Districts** - California's Mello-Roos Community Facilities Act of 1982 establishes a flexible and versatile method of financing public facilities and certain public services. In particular, it enables infrastructure installation to precede development in large-scale development projects. Its main advantage over assessment district programs is that it facilitates the installation of the broader spectrum of public facilities needed to serve a large project.

Downtown Support and Marketing Efforts

Downtown support efforts have three objectives: 1) attract new investment, 2) encourage reinvestment, and 3) provide ongoing district maintenance. These efforts focus primarily on the Downtown Core. They may be sponsored by the public or private sector or both. Some of the actions described below are already being pursued

by the Downtown Ventura Image Program (VIP) and the City's Community Revitalization staff.

1. **Consider a Design Assistance Program for the Downtown Core Area.** Encouraging the application of the Specific Plan's design guidelines for facade renovations and other building improvements may require professional assistance. The City should consider establishing a program that funds part of the costs for renovation efforts.
2. **Establish a Marketing Strategy.** Three general approaches are recommended:
 - a) **Coordinate business promotion** - This could include a coordinated VIP advertising approach as well as additional locally-oriented public events, such as the Saturday morning Farmer's Market. The City should assist Downtown merchants by allowing sidewalk events and other atypical activities that are part of a more aggressive retailing approach.
 - b) **Promote Downtown Ventura to outside investors** - This could include formal presentations by City officials and staff to members of the development and business community, but should also include informal networking by members of the VIP, Chamber of Commerce, and others interested in promoting revitalization of the area.

Brochures and other graphic materials that can be handed to interested parties are especially important. They must reflect the City's new approach to revitalizing the area. Where possible, images from renovations and new design and development projects should be used to portray a "Downtown on the move."

- c) *Package and/or promote development of specific Downtown sites* - The City should actively assist development in priority locations as opportunities arise. Development of Blocks L and M, for example, is identified as one of the Plan's 5-7 year objectives. The City should also assist landowners to target specific developers who specialize in a high quality product.

3. *Establish a Business Recruitment Program.* Two kinds of established businesses could be attracted to fill vacancies that occur in the Downtown Core: existing businesses in less desirable locations within the community that could be interested in relocating, and successful existing businesses within the community or in other communities that could be recruited to open another operation.

The City should recruit "catalyst" businesses through aggressive promotion and should consider financial assistance. Low interest loans could be used as an inducement to help with reloca-

tion expenses, start-up lease assistance, and/or renovation costs.

4. *Expand a Publicity and Special Events Program.* Publicity efforts should expand in scope beyond the local community to showcase progress and improvements as change occurs. This could include professional symposiums and tours by business and development associations.
5. *Provide Ongoing District Maintenance.* Maintaining the Downtown Core's shopping streets - trees, lighting, sidewalk cleaning, signage - is a key component of keeping the district a successful, attractive commercial location. The recently established Historic Downtown Ventura Parking and Business Improvement Area (BIA) should be the mechanism to increase the level of maintenance beyond that which the City typically provides. This district is funded by an assessment on benefiting properties, and could be augmented by City funds.
6. *Consider Central Retail Management (CRM) for the Downtown Core.* Downtown organizations in a number of cities have established CRM to compete more effectively with shopping centers and malls. CRM typically involves merchants and landowners in coordinating advertising, setting business hours, targeting new tenants, and generally establishing a strong, market-based retailing strategy geared to the district's market niche and local demographics. At its most "aggressive," CRM can become involved in the pooling and leasing of

properties under a corporate ownership structure.

The Downtown Ventura Image Program's success in organizing merchants and addressing Downtown issues in recent years may obviate the need for CRM, especially if the VIP can shift into the next phase of action - coordinating promotion and crafting the tenant mix. CRM should be considered as a powerful possible alternative for strengthening Downtown as a competitive force, and it could be established under the auspices of the VIP.

7. *Art in Public Places Policies and the Specific Plan.* The City of Ventura adopted Ordinance No. 91-18 in July, 1991, establishing an Art in Public Places Program. Private projects must contribute two percent (2%) of project construction costs toward Art in Public Places. The 1990 Downtown Redevelopment Plan Amendment requires that design enhancement which may include Art in Public Places be a part of projects within the 155-acre Downtown Redevelopment Plan Area.

The Specific Plan requires that art acquired under the Art in Public Places Program through revenues generated by development within the Downtown Specific Plan Area must be located within that area rather than in other parts of the City. This will ensure that public art has the greatest possible impact in stimulating Downtown revitalization.

Until the Art in Public Places program is well established, art projects should focus on physical pieces rather than cultural activities and programs. The Plan's guidelines for public art encourage visual public art to be placed so as to be as visible as possible to citizens passing the site. The guidelines also promote art that represents the rich history of Downtown Ventura.

Policy & Regulatory Framework

This section summarizes legal requirements with respect to Specific Plans generally, and this particular Specific Plan's consistency with the City's existing policy and regulatory tools: the Comprehensive Plan, Zoning Code, Redevelopment Plan, and Growth Management Policies. It also recommends the manner in which the Specific Plan should be adopted.

Legal Requirements

The Specific Plan, with its objectives, policies, development standards, and design guidelines is the foundation for pursuing a Downtown Revitalization Strategy. It is also a legal document which implements the *City of San Buenaventura Comprehensive Plan* policies. The requirements are set forth in California Code Section 65451. A Specific Plan must contain:

"(a) ... a text and diagram or diagrams which specify all of the following in detail:

- (1) The distribution, location and extent of the uses of land, includ-

ing open space, within the area covered by the Plan.

- (2) The proposed distribution, location, extent and intensity of major components of public and private transportation, sewage, water drainage, solid waste disposal, energy and other essential facilities proposed to be located within the area covered by the Plan and needed to support the land uses described in the Plan.

- (3) Standards and criteria by which development will proceed, and standards for the conservation, development and utilization of natural resources where applicable.

- (4) A program of implementation measures including regulations, programs, public works projects and finance measures necessary to carry out paragraphs (1),(2), and (3).

- (b) ... a statement of the relationship of the specific plan with the general plan."

The Downtown Ventura Specific Plan meets these requirements. Its detailed policies for location of land uses, development intensities, public facilities, streets, roads, and transportation facilities are incorporated into the *City of San Buenaventura Comprehensive Plan*, in effect refining its existing policies. Its standards and guidelines for new development are incorporated into the *City of San Buenaventura Zoning Code*.

Future public and private sector actions within the Downtown must comply with the Specific Plan's goals, objectives, policies, and regulatory standards. The illustrative plans and building prototypes contained in the Specific Plan also guide development and development review. Proposals may vary from these illustrations, however they must be consistent with their basic intent.

Comprehensive Plan Consistency Summary

The Specific Plan refines the Comprehensive Plan's policies with respect to the Downtown Area and applies a greater level of detail in terms of its policies. Adoption of the Specific Plan will therefore require amendments to the Comprehensive Plan in a number of areas in order to make the Specific Plan consistent; i.e. Specific Plans implement, rather than supersede, Comprehensive Plans.

The Specific Plan's consistency with the major areas of the Comprehensive Plan is summarized below. Comprehensive Plan amendments are described.

Visions for Ventura

- o Specific Plan is consistent with all goals.

Resources

- o Specific Plan is consistent with all goals, objectives, and policies.

Land Use/Downtown Community Policies

- Specific Plan is consistent with “Overall Land Use Policies” except as regards Neighborhood Convenience Stores (NCS); Specific Plan does not permit NCS use on properties not designated for commercial use.
- Specific Plan is consistent with “Downtown Community General Character” policies.
- Specific Plan is not consistent with all Land Use Plan designations and boundaries; Comprehensive Plan should be amended as follows:
 - A new Urban Residential (UR) designation should be established, accommodating high density single-family development at a minimum density of twelve (12) units per net acre and multi-unit development to a maximum density of fifty four (54) units per acre.
 - A new Neighborhood Renovation (NR) designation should be established, accommodating single-family detached development with second units allowed.
 - General Commercial (C) designation along Thompson Boulevard east of the Downtown Core should be changed to Urban Residential (UR).
 - Planned Mixed Use Development (PMXD) areas designated west of the Downtown Core should be re-

placed by an Urban Residential (UR) designation.

- Multi-Family (MF) areas east of Ash Street should be changed to Neighborhood Renovation (NR).
- General Commercial (C) designation in the Downtown Core should be extended east and west consistent with the Specific Plan’s *Downtown Core Area* boundaries.
- General Commercial (C) designation along Main Street east of the Downtown Core should be changed to Professional Office/Multi-Family (PO/MF).
- Planned Mixed Use Development (PMXD) designated for the “Triangle Site” adjacent to Sanjon Road should be changed to Planned Commercial – Tourist Oriented (PC-T).

Circulation

- Specific Plan is consistent with all goals, objectives, and policies.
- Specific Plan is not consistent with all Circulation Map route designations; Comprehensive Plan should be amended within the Specific Plan Area as follows:
 - Main Street should be changed from a Primary Arterial to a Collector east of Ventura Avenue and west of the intersection with Santa Clara Street.
 - Ventura Avenue should be changed from a Primary Arterial to a Secon-

dary Arterial between Thompson Boulevard and Main Street.

- Kalorama Street should be eliminated as a Collector.
- Oak Street, Chestnut Street, and Hemlock Street should be designated as a Collector.
- Thompson Boulevard as an extension of a Primary Arterial to and along South Olive Street should be studied. The Comprehensive Plan currently identifies S. Olive as part of a Collector Extension of Harbor Boulevard; the segment of the Extension between Harbor and Thompson may remain as a Collector.

Housing

- Specific Plan is consistent with State goals and City goals, objectives, and policies.

Safety

- Specific Plan is consistent with all goals, objectives, and policies.

Noise

- Specific Plan is consistent with all goals, objectives, and policies.

Parks and Recreation

- Specific Plan is consistent with all goals, objectives, and programs.

- A *Downtown Neighborhood Mini Parks* standard of one half (½) acre of park space per fifteen (15) acres of residential development averaging eight (8) units per acre or more in density should be added to the Comprehensive Plan, as defined in the Specific Plan's Standards and Guidelines for *Downtown Residential Areas*.

Economic Development

- Specific Plan is consistent with all goals, objectives, and policies.

Community Design

- Specific Plan is consistent with all goals, objectives, and policies except Policy 6.9:

"Incorporate landscaped medians where feasible along designated scenic drives" (i.e. Poli Street/Foothill Road, Figueroa Street, and Main Street).

A median is proposed by the Specific Plan for Figueroa Street, however medians are not proposed for Poli and Main Streets. The Comprehensive Plan should be amended to delete references to these streets within the Downtown Specific Plan Area.

Local Coastal Program

The majority of the Specific Plan Area is located within the boundaries of the state-designated "Coastal Zone" (see Zoning Map, Chapter II). All cities containing Coastal Zone areas are required to have specific *Local Coastal Program* regulatory policies in place governing development

within and adjacent to them. The City of Ventura's *Local Coastal Program* policies are contained in the *City of Buenaventura Comprehensive Plan* (1989).

The Downtown Specific Plan is consistent with all basic *Coastal Program* policies, promoting them in the following ways: design guidelines for the area will improve the visual quality of new development; proposed public improvements along and adjacent to the Promenade will beautify the area to promote public access and use of the beach; and "Primary Pedestrian Street" improvements for Figueroa, California, and Ash Streets will enhance public access to the beach, linkages to the proposed "Linear Park System," and the general perception of proximity to the Oceanfront. The Specific Plan contains no policies that would result in reduction of coastal zone preserves, wildlife habitat, or shoreline access.

The Specific Plan's policies do differ, however, from specific aspects of the *Coastal Program's* policies for the eight-acre "Triangle Site," located along the west side of Sanjon Road, and the "oil tanks site," at the southern end of Figueroa Street. The Specific Plan designates both sites for hotels, inns, and/or time-share condominiums, consistent current tourist commercial zoning and *Coastal Program* designations. The Specific Plan specifies design guidelines for development that address setbacks, views, building mass and scale, and public access, as required under the Comprehensive Plan/Coastal Program's "Downtown Community-Planned Mixed Use Development" policy. However, the Specific Plan does not permit freestanding retail uses on either site, as they would be permitted under the

more inclusive tourist commercial designation. In addition, the Specific Plan does not emphasize seniors residential development for the Triangle Site, nor does it limit density to 20 units per acre. The Specific Plan permits a density of 54 units per acre, consistent with designations for "Urban Residential" development throughout the Specific Plan Area.

Modifications to *Coastal Program* policies will require review by the California Coastal Commission. These modifications, and the Specific Plan's development and public improvement recommendations for the Oceanfront area should also be reviewed by a joint agency committee with representatives of the State Department of Parks and Recreation, the Ventura Port District, and the City of Ventura, as recommended in the Comprehensive Plan/Coastal Program "Implementation Plan Statement" Number 17.

Zoning Code Consistency

The Specific Plan's development standards and design guidelines should be incorporated into the Zoning Code. Existing zoning districts in the Downtown Specific Plan Area should be repealed and the Zoning Code and Zoning Map amended to incorporate new zoning districts based on the land use Planning Areas contained in the Specific Plan. Other sections of the Zoning Code would remain in effect for the Specific Plan Area.

The Specific Plan differs from some existing Zoning Districts in a number of areas, as outlined below.

- The Specific Plan designates lands along Thompson Boulevard east of the Downtown Core for Urban Residential use; the Zoning Map for General Commercial (C-2).
- The Specific Plan designates lands east of Ash Street for Neighborhood Renovation (single-family detached with second units); the Zoning Map for General Commercial (C-2) and Multi-Family Residential (R-3).
- The Specific Plan designates lands along Poli Street for Neighborhood Renovation; the Zoning Map for Multi-Family Residential (R-3).
- See next section for consistency relative to areas designated by the Zoning Map as "Downtown Redevelopment Plan Area" (D-T-R).

The Zoning Code and Comprehensive Plan are currently inconsistent. The Zoning Map designates Commercial land use extending one and one half blocks farther east from the Downtown Core than the Comprehensive Plan. Adoption of the Specific Plan and amendment of the Zoning Code will eliminate this inconsistency.

Redevelopment Plan Consistency

The Specific Plan is consistent with all *Downtown Redevelopment Plan* objectives and other proposed actions and policies, with the exception of: a) aspects related to "Intent" and "Development Standards" for Residential or Commercial uses, and; b) some of the Redevelopment Map land use designations.

With respect to a), the Specific Plan promotes an "urban" form of development, with buildings facing streets rather than set back and buffered by landscaping. Residential densities are permitted to fifty-four (54) units per acre by the Specific Plan, rather than forty-five (45) units per acre under the Redevelopment Plan. Adoption of the Specific Plan and amendment of the Redevelopment Plan in accordance with the Specific Plan's development standards and design guidelines will eliminate this inconsistency.

With respect to b), the Redevelopment Plan Map should be changed as follows:

- Blocks B, J, and Q should be designated for Residential.
- Blocks E, L, M, and portions of G and N should be designated for Residential, rather than Mixed Use-Commercial/Residential.
- Blocks H and I should be designated for residential-Commercial-Industrial Alternate
- Blocks O and T should be designated for Mixed-Use Commercial/Residential and Residential, respectively.

Growth Management Policies and the Specific Plan

Housing demand in Ventura is strong, and is one of the reasons promoting new housing Downtown is a fundamental element of the Revitalization Strategy. Housing supply, however, is largely a function of the City's Residential Growth Management Program

(RGMP). The RGMP now allows for 2,600 dwelling units to be constructed from the date of the Specific Plan to the year 2000. This averages to approximately 325 units per year. In fact, the number of new permits issued will actually be less as the result of applications that were in the City review and approval "pipeline" prior to adoption of the Growth Control Program.

The Growth Control Program should be amended to reserve a portion of these new units for development only within the Downtown Specific Plan Area. This will both reduce growth on natural and agricultural areas at the City's perimeter, and promote infill development and new investment Downtown. Reserving 50% of the RGMP allocation annually for Downtown, or approximately 162 units, would allow residential development to approach the 1,200 units established as the Specific Plan's objective over the next decade.

At a minimum, the annual units reserved for Downtown should be enough to support the development of at least one project significant enough in size to provide on-site amenities; this is especially important in the West Side Neighborhood areas where industrial uses currently predominate. By way of illustration, developing one quarter of a typical Downtown block (200' X 200'; 0.92 acres) at the *maximum* density permitted by the Specific Plan (54 units/acre) would result in approximately 50 units ($0.92 \times 54 = 49.68$). Developing an entire block (400' X 400'; 3.67 acres) at the minimum density permitted (12 units/acre) would result in 44 units. Somewhere in the range of 50 units per year is therefore probably the minimum.

Plan Adoption

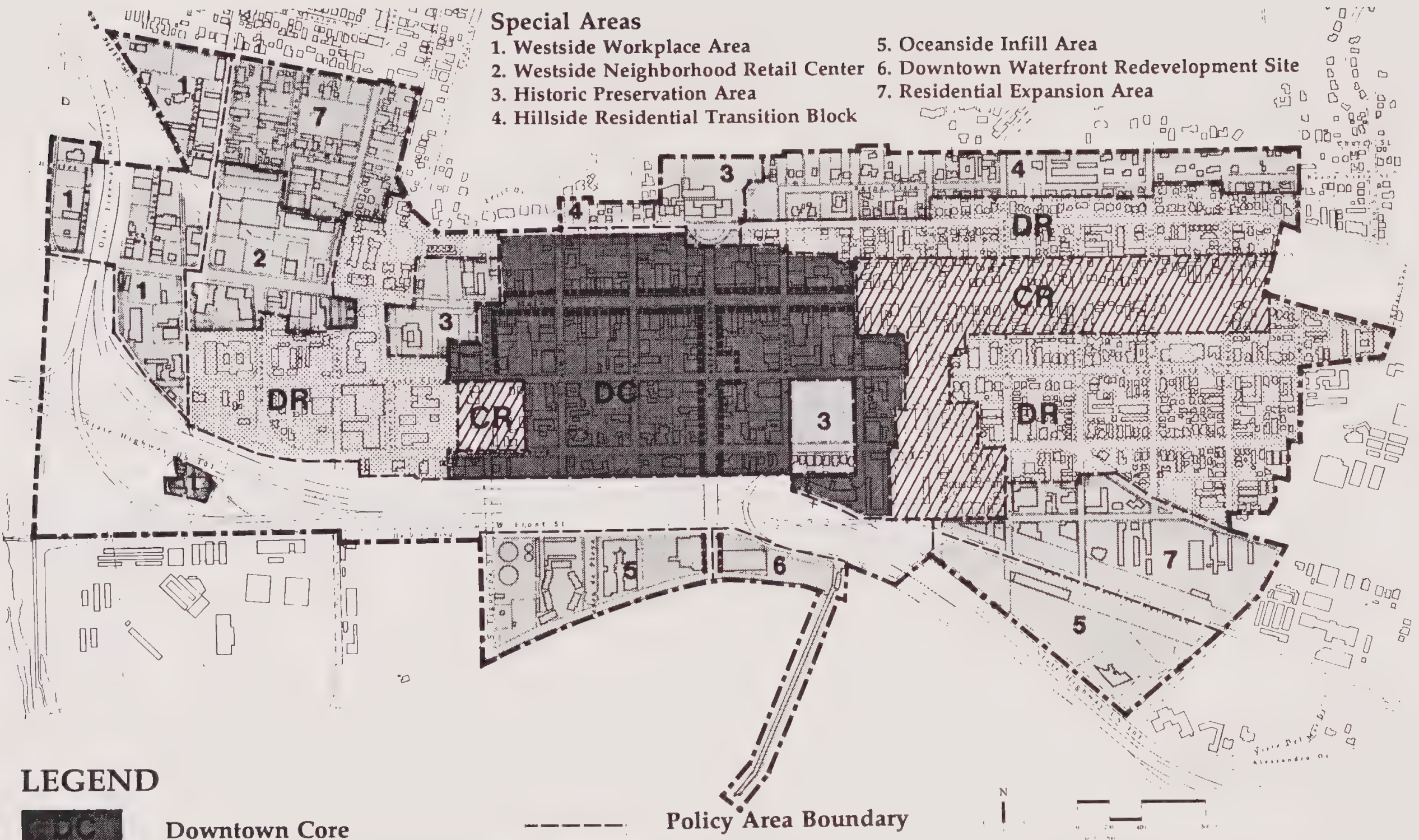
Chapters I through IX contain the Plan's basic goals, strategies, policies, and background information. These chapters generally serve as the analytical basis of Chapter X, which is the main regulatory component of the Specific Plan. The entire Specific Plan will be adopted by resolution. Portions of Chapter X will be further incorporated into the City's zoning ordinance; the revised Zoning for the Specific Plan Area is indicated on the Zoning Map on the preceding page. Those provisions of the Plan not prescribing development standards will serve as policy guidance for development in the Downtown.

Chapter X.

DEVELOPMENT STANDARDS & DESIGN GUIDELINES

Special Areas

1. Westside Workplace Area
2. Westside Neighborhood Retail Center
3. Historic Preservation Area
4. Hillside Residential Transition Block
5. Oceanside Infill Area
6. Downtown Waterfront Redevelopment Site
7. Residential Expansion Area



LEGEND



Downtown Core



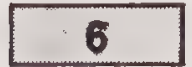
Downtown Residential Area



Corridor Renovation Area



Policy Area Boundary



Special Area



Ground Floor Retail Required

DOWNTOWN VENTURA PLANNING AREAS

DEVELOPMENT STANDARDS & DESIGN GUIDELINES

Purpose and Organization

This chapter contains regulations and policies to guide change on private and public lands in the Downtown Specific Plan Area. It contains two types of directives keyed to the three major Planning Areas established in Chapter IV of the Specific Plan:

Development Standards - are requirements that address those aspects of site development and building design that are essential to achieve the goals of the Specific Plan. They are precise specifications for such things as permitted uses, building height, setbacks, and parking.

Design Guidelines - are strongly recommended, yet discretionary, policies that provide guidance in terms of more subjective considerations, such as district character, design details, or architectural style. They serve as criteria for design review by City Staff, the Architectural Review Board, the Planning Commission, and the City Council.

Standards and guidelines are established for each of the three major Planning Areas. They are organized in order of increasing level of detail. For example, development standards for use and density are located at the beginning, while design guidelines for architectural details are near the end.

Illustrative Prototypes - and other graphics are provided to demonstrate application of the standards and guidelines. Prototypes are not requirements for buildings, but show different building types that meet the standards and guidelines.

Note: All development shall adhere to City Building Code requirements and to the Federal *Americans with Disabilities Acts*.

Using This Chapter

- 1) Find the site in question and the Planning Area it is located within on the "Planning Areas" map. Refer to the general standards and guidelines that apply to that Planning Area. If the site is located within a *Special Area* refer to Chapter IV for basic policies, then back to the standards and guidelines as applicable.
- 2) Refer to the "Architectural Styles" section for additional guidelines related to building design.
- 3) Refer to the "Site Improvements," "Signs," and "Lighting" sections for standards and guidelines for these items.

Standards and Guidelines begin on the following pages:

Downtown Core Area – Page 138

Downtown Residential Areas – Page 160

Corridor Renovation Areas – Page 177

Architectural Styles – Page 180

Site Improvements, Furnishings and Landscaping – Page 187

Signs – Page 191

Lighting – Page 196

Securing Professional Design Assistance

The development standards and design guidelines are not a substitute for the services of professional architects and building contractors in new construction or renovation projects. The assistance of qualified and experienced professionals is essential. Property owners and developers should verify that design professionals are experienced in the type of project they are building. Architects are typically not generalists; they specialize in renovation, housing, office, or other types of buildings. The local chapter of the American Institute of Architects can provide assistance in selecting an architect. Local historic preservation organizations and the National Trust for Historic Preservation may also provide useful information.

The Development Application and Review Process

All new development projects, as well as certain changes in use of existing buildings, must be reviewed by the Community Services Department staff for conformance with the City's Zoning Ordinance. In addition, the Planning Commission and Architectural Review Board review projects which require additional permits or approvals. The "Applicant's Guides" prepared by the City of Ventura shall be followed as applica-

ble. These Guides outline the City review and application process in detail. Public buildings that are highly-visible, such as courts, schools, libraries, post offices, and buildings associated with recreational facilities, shall be reviewed by the City on a case-by-case basis and shall be encouraged to be designed as civic landmarks.

Except for residential condominium conversions, which will continue to require a Planned Development Permit, new or ex-

panded developments in the DC, DR, or CR Planning Areas are not subject to the Planned Development Permit requirements of Chapter 15.825 of the Zoning Ordinance. Residential development may require parcel map or tract map approval or other approvals pursuant to the City's Subdivision Ordinance, as applicable.

DOWNTOWN CORE AREA

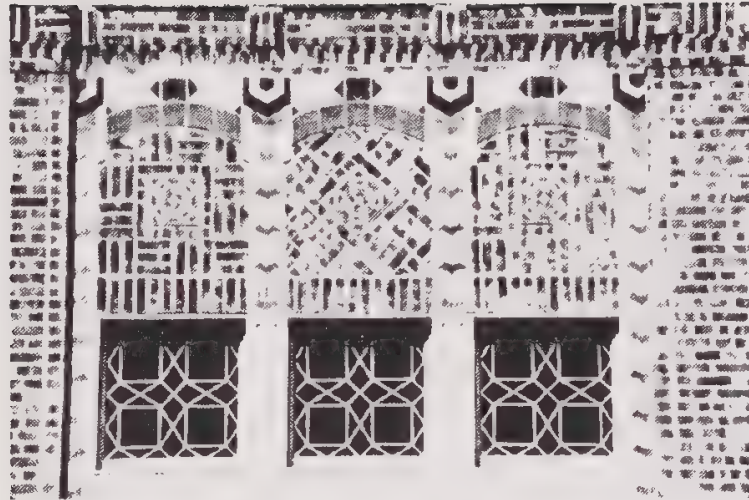
Description. Standards and guidelines for the *Downtown Core Area* promote buildings and renovations that strengthen the urban character of the area and support a pedestrian-oriented specialty and convenience retail market niche. Among other things, they require buildings to help define the street as a pedestrian space, and they prohibit surface parking areas from disrupting shopping frontages.

Buildings in the *Downtown Core Area* should provide well-crafted architectural details appropriate for the heart of the City, particularly where people are able to see and touch them. Aspects of attractive older buildings - materials, colors, proportions, window types, cornices, and overall composition - should be reflected. By strongly relating to what is best in these areas, new buildings will fit in while adding interest and variety.

Residential development is permitted within the *Downtown Core Area* and a number of the standards and guidelines have been included to accommodate it. However, the bulk of the standards and guidelines that apply to residential development within the *Downtown Core Area* are provided in the following section, Downtown Residential Areas.



Downtown Core Area standards and guidelines promote the creation of a variety of richly detailed buildings and renovations that support a pedestrian-oriented specialty and convenience retail market.



Buildings in the Downtown Core Area should provide well-crafted architectural details.

DEVELOPMENT STANDARDS

I. Land Use

A. PERMITTED GROUND LEVEL USES

1. **Retail** - all uses except drive-up or drive-in services.
2. **Eating and Drinking Establishments** - including those serving alcoholic beverages or providing entertainment, provided this activity is clearly ancillary to food service; drive-up or drive-in restaurants are not permitted.

Chairs and tables for outdoor dining may be permitted in the public right-of-way (i.e. in sidewalk areas), subject to City review, provided a minimum of four (4) feet is left clear between furnishings and the curbline for pedestrian circulation. (See "Site Improvements, Furnishings,

and Landscaping" section D.2. for furniture guidelines.)

3. **Performing Arts and Movie Theaters and Auditoriums.**
4. **Personal Services** - hair and nail salons, shoe repair, laundromats, dry cleaners, and similar businesses.
5. **Business Services** - those that are storefront businesses that generate foot traffic, such as photocopy shops, photofinishers, video rental & sales, travel agencies, appliance repair, print shops, insurance agencies, or real estate agencies.
6. **Banks and Financial Institutions.**
7. **Business, Professional, and Government Offices.**
8. **Medical and Dental Offices.**
9. **Lodging**
10. **Residential** - except along frontages listed under I.C. below; maximum density fifty-four (54) units per acre; minimum density twenty (20) units per acre; refer to "Downtown Residential Areas" section for additional standards and guidelines.
11. **Single Room Occupancy Hotels.**
12. **Recycling Services: Consumer Recycling Collection Points** - As defined by Section of 15.115.470 of the San Buenaventura Zoning Ordinance.

B. CONDITIONAL GROUND LEVEL USES

1. **Bars and Nightclubs** - including establishments providing entertainment or permitting dancing, and establishments serving alcoholic beverages not ancillary to food service.
2. **Other Uses** - if determined by a Director's Permit and determined to be of the same general character as listed herein.

C. GROUND LEVEL COMMERCIAL USE REQUIRED - along the streets listed below; uses shall be limited to those listed under I.A.1 through 5 and I.B.1 above:

1. **Main Street.**
2. **California Street.**
3. **Figueroa Street** - east frontage between Main Street and Santa Clara Street.

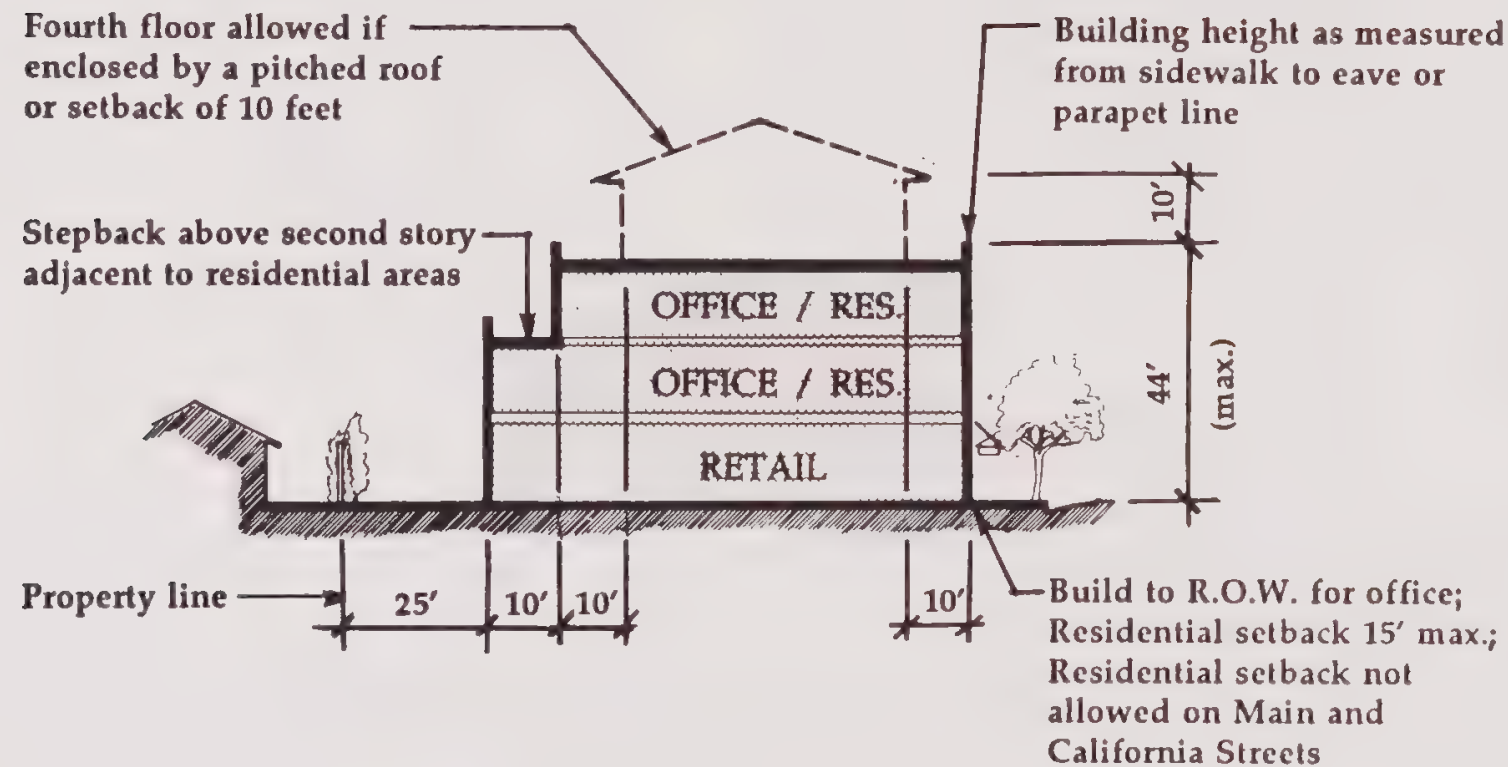
D. PERMITTED UPPER LEVEL USES

1. **All Permitted Uses Listed Above in "A."**
2. **Residences** - at a maximum density of thirty (30) units per acre.

E. CONDITIONAL UPPER LEVEL USES

1. **Clubs and Lodges** - including conditional uses under "B."
2. **Other Business or Service Establishments** - if determined by the City to be of the same general character as listed herein and above.

Building Height & Envelope



SECTION - HEIGHT & SETBACKS

F. **MAXIMUM DEVELOPMENT INTENSITY** - for commercial buildings within the *Downtown Core Area* shall be a floor-area-ratio (FAR) of 2:1; outdoor eating areas shall not be included in the FAR calculation.

II. Building Height and Setbacks

A. **HEIGHT** - as measured from sidewalk to top of cornice, parapet, or to eave line of pitched roof shall be as follows:

1. **Maximum Building Height** - three (3) floors and forty-four (44) feet.

2. **Exceptions** - subject to City review:

a. **Above subsurface parking** - Buildings may exceed the maximum height by five (5) feet; subsurface structures shall extend no higher than five (5) feet above finished grade.

b. **Pitched roofs** - may exceed height limits provided they are gable or other non-shed roofs.

(i) double-pitched roofs of any kind (e.g., gable, hip, pyramid, etc.) and mansard or gambrel roofs are acceptable.

(ii) single-pitched "shed" roofs are not appropriate and shall not qualify for an exception.

c. **A fourth floor** - a maximum of ten (10) additional feet in building height may be permitted if:

(i) the floor volume is enclosed by a pitched roof; or

(ii) the floor is setback a minimum of ten (10) feet from all street-fronting elevations.

d. **Special architectural features** - such as towers (clock, bell, observation), turrets, building entry volumes, or ornamental portions of parapet walls. These portions may comprise no more than one-third of the overall length of the building facade(s).

e. **Rooftop structures** - such as elevator and mechanical equipment enclosures, or roof deck trellises and gazebos; these may exceed the height limit by ten (10) feet, provided they are screened by a parapet or a pitched roof.

3. **Minimum Building Height** - shall be twenty (20) feet to maintain a well-defined street space.



Commercial buildings must be built to the front property line.



Special architectural features such as bay windows may project up to three feet over property lines.

1. Exceptions:

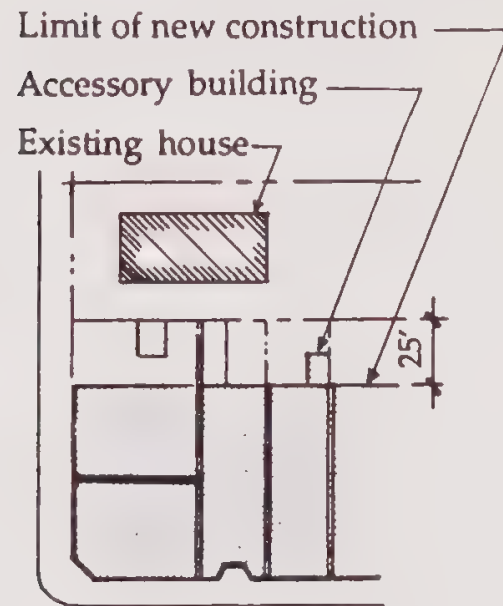
- a. **Residential buildings** - may be set back a maximum of fifteen (15) feet.
- b. **Corner buildings** - The corner may be "cut back" up to six feet along side frontages to create a diagonal at the ground level and/or at upper levels.

- c. **Along Thompson Boulevard** - a ten (10) foot wide "planting strip" composed of granite sets, a ten (10) foot wide sidewalk, and a low ornamental fence or low wall up to two (2) feet from the back of walk shall be provided along the frontage as part of all new development (see Site Improvements for street tree, wall, and fence requirements). A public easement shall be established along the area between the existing street right-of-way and the back of walk. Setbacks shall be as follows:

- (i) commercial buildings - no minimum setback required; may be set back a maximum of fifteen (15) feet measured from back of walk;
- (ii) residential buildings - minimum setback fifteen (15) feet measured from back of walk; maximum setback thirty (30) feet measured from back of walk.

- 4. **Accessory Buildings** - may be twelve (12) feet in height if set back twelve (12) feet or more from side and rear property lines; they shall be a maximum of eight (8) feet in height if located closer than twelve (12) feet to side or rear property lines.
- B. **FRONT SETBACKS** - The first and second floors of all buildings shall be built-to and parallel with the front property line.

Side & Rear Setbacks



PLAN - PARTIAL BLOCK

- * Accessory buildings on corner lots shall be located at least 25' from side streets.
- * Rear setbacks for new construction shall be at least 25'.

2. Special Architectural Features - bay windows, turrets, decorative roofs, and miscellaneous entry features:

- a. **May occupy** - up to fifty per cent (50%) of street facade width;
- b. **May project** - no more than three (3) feet over property lines, and must be no less than twelve (12) feet above the highest point in the sidewalk over which they project;
- c. **Recessed entries** - Maximum width shall be one-third ($\frac{1}{3}$) the length of the building or tenant

street frontage, whichever is smaller. Maximum depth shall be eight (8) feet.

C. SIDE SETBACKS

1. **Minimum** - shall be zero (0) feet. If a building is set back from a side property line, at least four (4) feet shall be provided for an access passage.
2. **Maximum** - shall be fifteen (15) feet.
3. **Along Main and California Streets** - buildings must be built to at least one side property line.
4. **Street Exposure** - side setback areas must be screened from the street and sidewalk by a decorative gateway, fence, wall, or row of piers (See Design Guidelines).

D. REAR SETBACKS - as measured from abutting properties. Residential development facing alleys shall adhere to requirements under section II.B., Front Setbacks.

1. **Minimum** - shall be twenty-five (25) feet.
 - a. **Parcels abutting public parking lots and alleys** - in blocks fronting Main Street are not required to provide rear setbacks.
2. **Adjacent to Designated Residential Areas** - This condition is characteristic of lots along the perimeter of the *Downtown Core Area*.

- a. **First and second floors** - shall be set back a minimum of twenty-five (25) feet from the rear property line;
- b. **Third floors** - shall be set back a minimum of thirty-five (35) feet from the rear property line if abutting residentially designated properties;
- c. **Fourth floors** - shall be set back a minimum of forty-five (45) feet



Service access from rear alleys shall be preserved and enhanced wherever possible.

from the rear property line if abutting residentially designated properties.

III. Site Development & Parking

A. **BLOCK PATTERN** - All development shall be configured into a pattern of generally rectilinear blocks, with new streets and access drives linking to surrounding City streets.

1. **Maximum Block Dimension** - shall be four hundred (400) feet, excluding alleys.
2. **Minimum Block Dimension** - shall be two hundred (200) feet.

B. SITE ACCESS

1. **Direct Pedestrian Access** - shall be provided from the thoroughfare and/or side street to the main building entrance; i.e. pedestrian access to building entrances shall not be restricted to parking lots.
2. **Alleys** - shall be required and/or used to minimize on-street curb cuts and serve vehicular access needs if feasible; City shall make determination based upon size and configuration of proposed development parcel. Alleys shall:
 - a. **Intersect adjacent streets** - at the center or near the center of the block frontage.

b. **Intersect Santa Clara Street** - whenever possible; Santa Clara Street is the principal access street for Downtown parking areas.

c. **Mediate use changes** - especially where residential and commercial uses are proposed for the same block.

d. **Orient north-south** - when possible, given the configuration of existing development; a north-south orientation reinforces connections between Downtown and the Oceanfront.

3. **Service Access** - from rear alleys or side streets shall be preserved and enhanced wherever possible. Trash and loading areas shall be centralized wherever possible, and screened from thoroughfares, side streets, and properties to the rear.

4. **Curb Cuts/Vehicular Access** - shall be minimized, especially on California Street (they are not permitted on Main Street). Shared alleys, access drives and parking arrangements are encouraged to reduce the need for new curb cuts. Where new curb cuts are necessary:

- a. **Location** - shall be on east-west streets where accessible;
- b. **Maximum width** - shall be twelve (12) feet for a one-way driveway and twenty-four (24) feet for a two-way driveway.

c. **Maximum number** - of curb cuts associated with a single parcel shall be one (1) two-way curb cut or two (2) one-way curb cuts.

d. **Driveway setbacks** - shall be a minimum of two (2) feet from adjoining properties.

C. PARKING

1. **Minimum Requirements** - are listed below. Requirements for renovation, enlargements or use changes apply only to net new floor area and/or the incremental increase in parking demand that accompanies a higher intensity use.

- a. *Retail*: 1 space per 333 square feet (3/1000 s.f.).
- b. *Eating and Drinking Establishments*: 1 space per 200 square feet (5/1000 s.f.) excluding sidewalk dining areas within the right-of-way.
- c. *Personal Services*: 1 space per 333 square feet (3/1000 s.f.).
- d. *Business Services*: 1 space per 333 square feet (3/1000 s.f.).
- e. *Business, Professional, and Government Offices*: 1 space per 333 square feet (3/1000 s.f.).
- f. *Medical and Dental Offices*: 1 space per 200 square feet (5/1000 s.f.).
- g. *Bars with Live Entertainment and Nightclubs*: 1 space per 35 square feet used for seating and dancing.

Office Buildings

Special architectural features may exceed height limit by 10 feet

Special architectural treatment at street corners

Composition of openings, roof forms and surface detail organized vertically as well as horizontally

50' building module reflects parcelization pattern downtown

Upper story windows smaller than first floor windows

Upper story entrances clearly distinguishable in form and/or location

Material change, trim, pilasters and/or columns divide storefront bays

Storefront bay opening module not to exceed 30' in width

Building height as measured from sidewalk to eave or parapet line (fourth floor allowed if enclosed by a pitched roof or setback of 10 feet)

Individual windows recessed with frame and sill

Awnings recommended for storefront uses

Cornice defines ground floor as building base

Ground floor base of tile or other special material

PROTOTYPE ILLUSTRATION

DOWNTOWN CORE

- h. *Performing Arts and Movie Theaters and Auditoriums*: 1 space for each 5 fixed seats plus 1 space for each 250 s.f. of other area; parking waivers for exclusively night-time performances will be considered by the City on a case-by-case basis.
 - i. *Clubs and Lodges*: 1 space per 50 square feet used for assembly purposes.
 - j. *Single-Family Residences*: 2 spaces per unit.
 - k. *Multi-Unit Residences*: 1.25 spaces per unit with 1 or 2 habitable rooms; 1.5 spaces per unit with 3 habitable rooms; 2 spaces per unit with 4 or more habitable rooms.
 - l. *Single Room Occupancy Hotels*: 1 space per room plus additional spaces as required for conference and food service facilities. Government assisted facilities will be reviewed on a case-by-case basis.
 - m. *Exception*: No parking required for parcels fronting Main Street.
 - n. *Other Uses*: As per Chapter 15.615 of the Zoning Ordinance.
2. **Shared Parking is Recommended** - for commercial uses to maximize efficiency and preserve land for additional commercial uses.
 - a. **Lease arrangements for sharing parking** - may be permitted in existing private parking lots; banks are an example of a type of business which has on-site parking lots which may be underutilized during evenings and weekends. Evaluation of the feasibility of such arrangements shall be made by the City.
 - b. **An in-lieu fee** - may be paid toward future development of public parking facilities pursuant to Section 15.445, "Downtown Parking Overlay Zone," and Section 15.810, "Parking Approval Procedure."
 3. **Surface Lots** - shall always be located to the rear of buildings.
 4. **Parking Structures** - shall be no taller than the principal building they serve, and shall be complementary in form and materials (see Design Guidelines). Structured parking facilities must have no ventilation exhaust grilles or shafts adjacent to public access ways.
- D. **COMMON OUTDOOR OPEN SPACE** - A minimum area equal to two and one-half percent (2.5%) of the gross office floor area of buildings of twenty thousand (20,000) square feet or more shall be provided for passive public recreational use, such as a garden or rooftop sitting or eating area.
 - E. **LANDSCAPING & SCREENING**
 1. **Street Trees** - Shade trees shall be planted at a maximum spacing of twenty-five (25) feet on center along all street frontages except Main and California Streets.
 2. **The Perimeter of Parking Areas and Driveways** - adjacent to streets and sidewalks shall be screened with an attractive low wall, fence, or line of piers a minimum of thirty-two (32) inches and a maximum of forty-eight (48) inches in height. (See "Site Improvements" for design of walls and fences.)
 3. **Surface Parking Areas Shall be Planted** - with shade trees at a ratio of one (1) tree for every three (3) spaces in an "orchard" planting arrangement. (See "Orchard Planting" under "Site Improvements.")
 4. **Adjacent to Designated Single-Family Residential Areas** - attractive screen fencing or walls shall be provided along the property line(s) to screen buildings, service areas, and parking areas; a five (5) foot planting area shall be established adjacent to the fence or wall with deciduous trees at a minimum spacing of twenty (20) feet on center.
 5. **Trash and Service Equipment** - including satellite receiving dishes, shall be located behind buildings and enclosed or screened by landscaping, fencing or other architectural means.

6. **Screen Fences and Walls** - not adjacent to streets and sidewalks shall be a minimum of six (6) feet in height and a maximum of eight (8) feet in height. (See Design Guidelines for recommendations on type and materials.)
7. **Plant Materials** - See "Site Improvements, Furnishings, and Landscaping" section.

IV. Variances

Deviation from any of the development standards contained in Section II, Building Height and Setbacks, and Section III, Site Development and Parking, may be allowed subject to the Variance Procedure requirements of Chapter 15.835 of the Zoning Ordinance.

V. Non-Conforming Buildings and Uses

To accommodate viable, non-conforming existing structures, the requirement to bring buildings or other structures into conformance with current regulations upon greater than 50% damage or destruction as set forth in Section 15.665.030 of the Ordinance Code shall not apply within this Planning Area, provided that any such damaged, destroyed, or partially destroyed non-conforming buildings or other structures are repaired or replaced to no more than their original size; i.e., no additional floor area shall be added. In addition, the

six-month time limit regarding periods of discontinuance of a non-conforming use per Section 15.665.640 shall not apply within this Planning Area. All other provisions of Chapter 15.665, Non-conformity Regulations, of the San Buenaventura Ordinance Code shall continue to apply within this Planning Area.

VI. Base Zone

The C-2 General Commercial Zone is deemed to be the base zone for the Downtown Core Planning Area. In addition to being required to comply with the Development Standards set forth in this Chapter, all projects and other uses in the Downtown Core Planning Area shall comply with the provisions of Chapter 15.236 of the Zoning Ordinance, provided that the lists of permitted use types in Section 15.236.020 and conditionally permitted use types in Section 15.236.030 shall not apply, and, further provided that, in any other instance where the provisions of this Chapter conflict with particular provisions of Chapter 15.236, the provisions of this Chapter shall override any provision in Chapter 15.236 to the contrary.

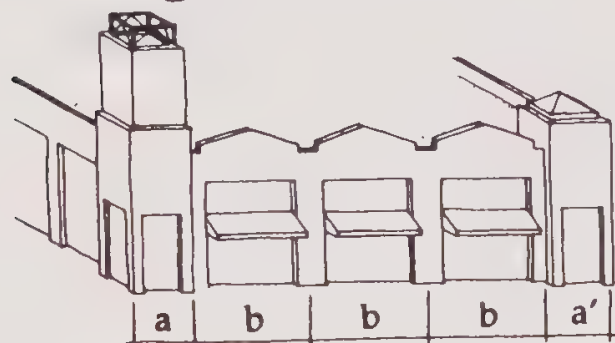


Main building entrances should be easily identifiable and distinguishable from first floor storefronts.

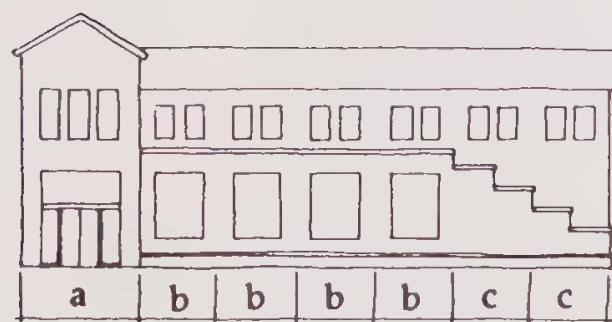


Every building should have a defined base.

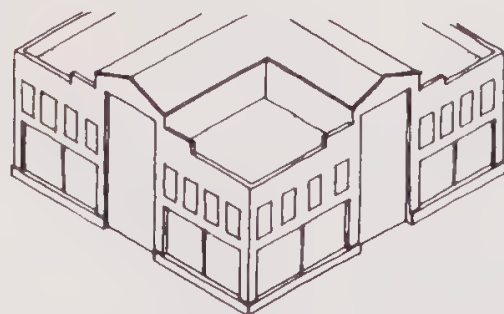
Building Massing & Organization



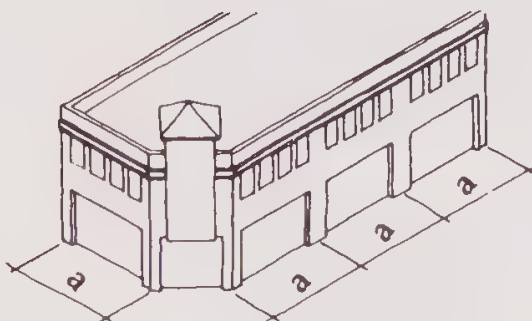
A



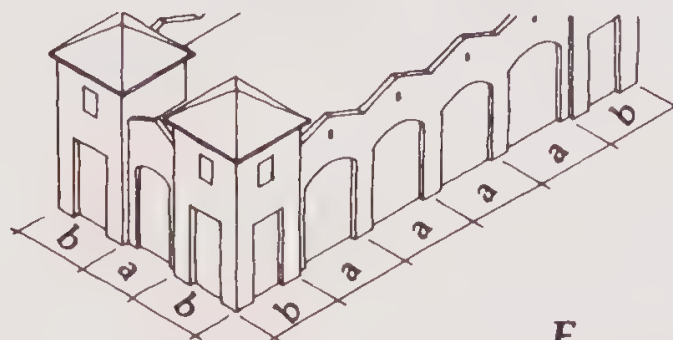
B



C



D



E

a main entrance ("D"); or they may be symmetrical, for example towers placed on either side of the main entry ("E").

- B. GROUND LEVEL BUILDING INCREMENT - Storefronts and/or building bays should be a maximum of thirty (30) feet in width. Buildings with a longer frontage should have a vertical architectural feature – column, pilaster, etc. – every twenty-five (25) to thirty (30) feet to reflect the structural bay spacing.
- C. SPECIAL ARCHITECTURAL FEATURES - such as gables, turrets, towers, and loggias should be used to accent buildings at major street corners, at the terminus of a street corridor, alley, or pedestrian way, and at other highly-visible locations.
- D. FACADE COMPOSITION - Every building should have a defined base, a clear pattern of openings and surface features, a recognizable entry, and an interesting roofline.

DESIGN GUIDELINES

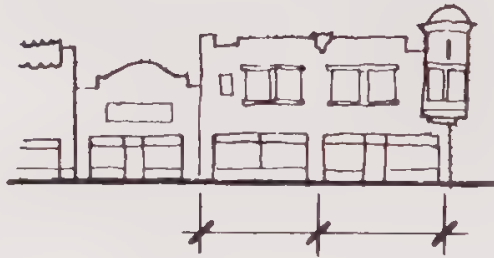
- A. BUILDING MASSING & ORGANIZATION - To promote a scale of building compatible with the existing fabric of the Downtown Core, the building mass and/or facade composition should vary in modules of fifty (50) feet or less. (Fifty feet is the historic parcel increment of much of Downtown.) This module may be created in a number of ways: changes in roof line and window

groupings, projecting or recessing wall surfaces, and/or placement of piers and pilasters.

The Building Massing & Organization diagram illustrates the way different combinations of building mass and facade composition can be used to compose a building. Building masses may be repeated in a slightly different ways ("A"); they may be singular, like a tall or projecting mass in the center to mark

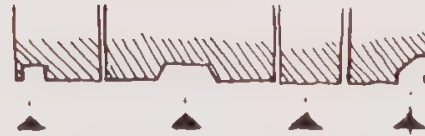
- 1. **Building Base** – This may be as simple as a small projection of the wall surface and/or a different material or color. It may be created by a heavier or thicker design treatment of the entire ground floor for a building of two or more floors, or by a setback of the upper floors.
- 2. **Pattern of Features** - Windows, wall panels, pilasters, building bays, and storefronts should be based on a module derived

Facade Rhythm



WIDE STOREFRONT
WITH NARROW BAYS

Entries Occur Every 25'-50'

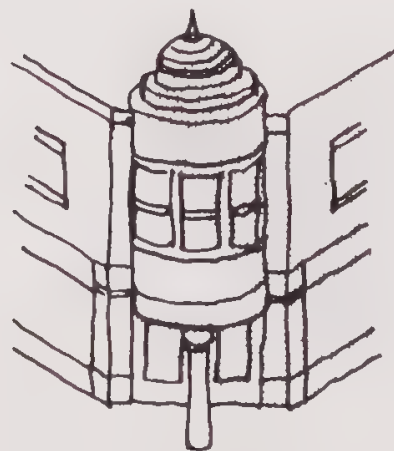


ENTRIES

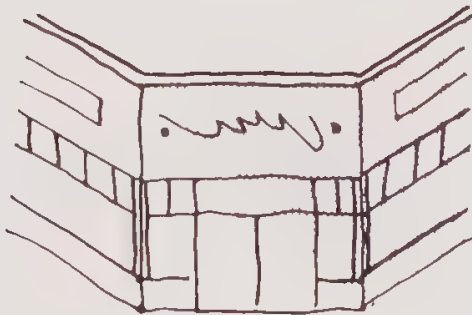


NARROW STOREFRONTS

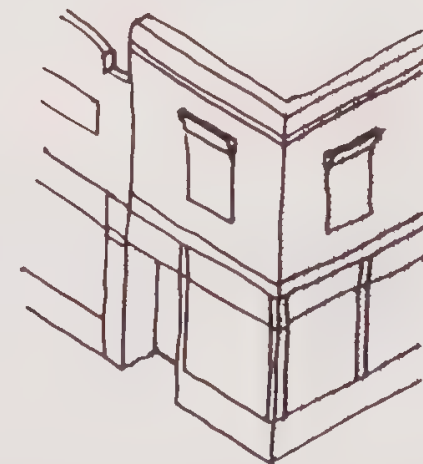
Corner Treatments



CORNER TURRET



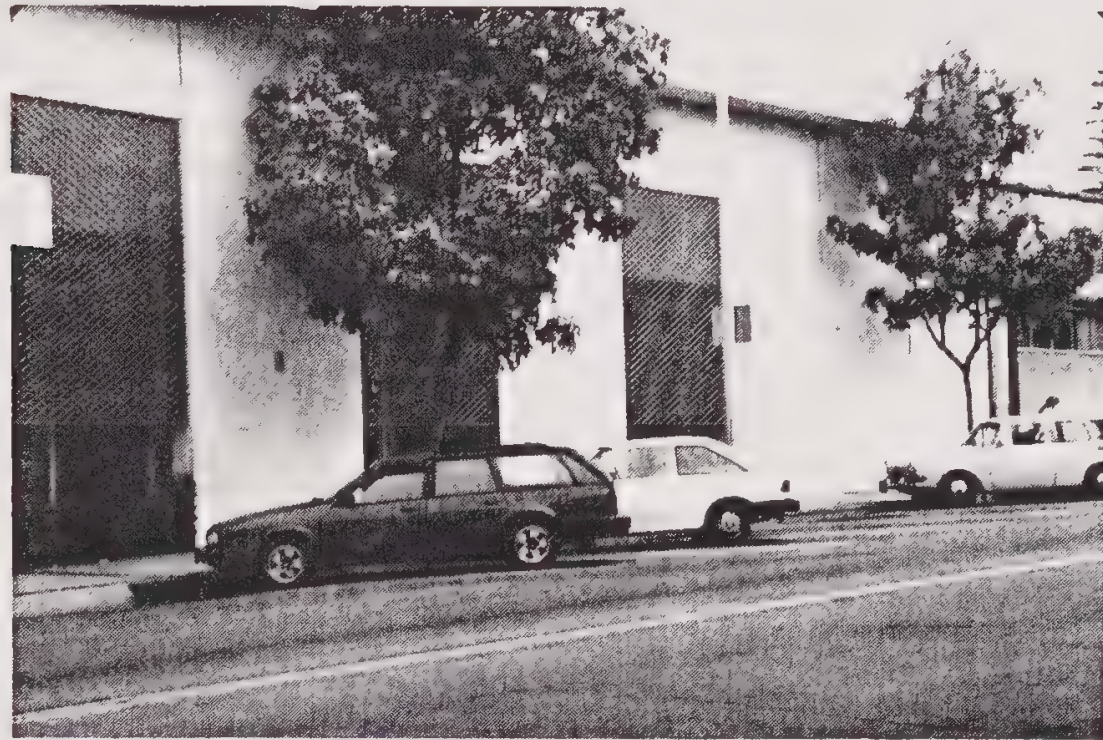
CUT CORNER



CORNER DISPLAY WINDOW

from the building's structural bay spacing. Features based on this module should be carried across windowless walls to relieve blank, uninteresting surfaces.

3. **Building Entrances** - should be prominent and easy to identify:
 - a. **Main building entrances** - should be easily identifiable and distinguishable from first floor storefronts. At least one of the following treatments is recommended:
 - (i) marked by a taller mass above, such as a tower, or within a volume that protrudes from the rest of the building surface;
 - (ii) located in the center of the facade, as part of a symmetrical overall composition;
 - (iii) accented by architectural elements, such as columns, overhanging roofs, awnings, and ornamental light fixtures;
 - (iv) marked or accented by a change in the roofline or change in the roof type.
 - b. **Along Main and California Streets** - entries to shops or lobbies should be spaced a maximum of fifty (50) feet apart.
 - c. **Corner buildings** - should provide prominent corner en-



To avoid long expanses of blank frontage ...



... minimize the amount of space between entrances to shops or lobbies.

RENOVATIONS, ADDITIONS, AND NEW CONSTRUCTION SHOULD MAINTAIN AND ENHANCE THE DOWNTOWN CORE CHARACTER.

INDIVIDUAL COMMERCIAL STOREFRONTS SHOULD BE SCALED TO BE PEDESTRIAN ORIENTED.

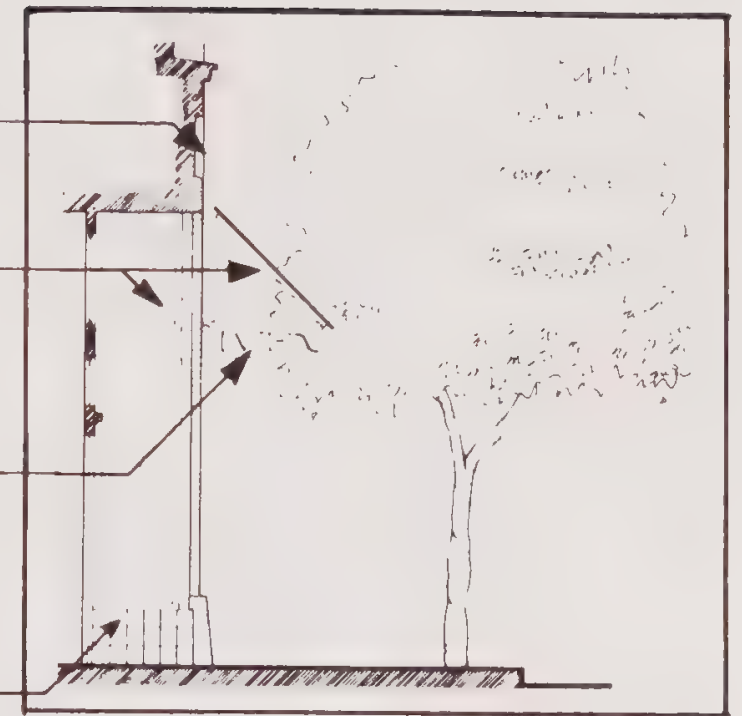
NEW FACADE COMPOSITIONS SHOULD ESTABLISH A RELATIONSHIP WITH ATTRACTIVE ADJACENT BUILDINGS.

Masonry panels recessed above storefront windows; may provide space for signage.

Fabric awning or clerestory recommended.

Blade signs below awnings recommended.

Recessed entry.

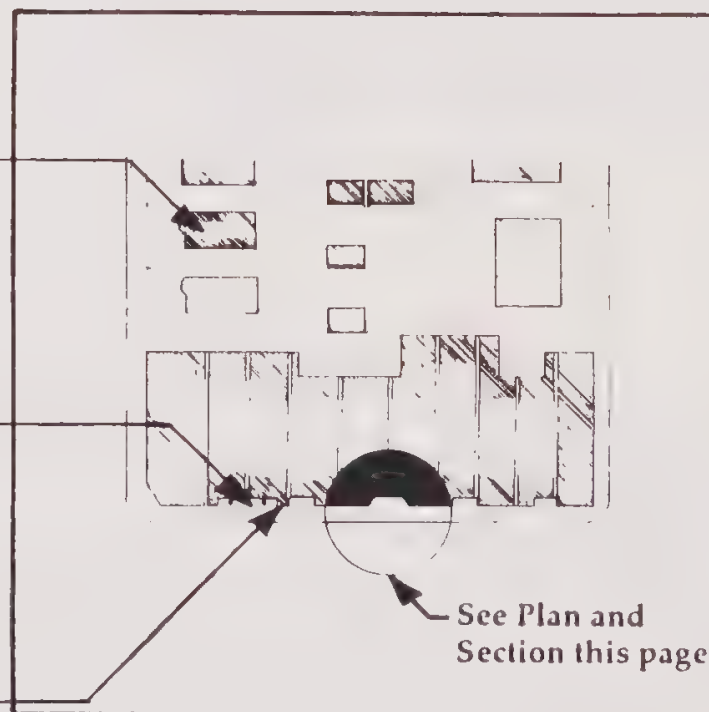


SECTION - PEDESTRIAN SPACE

Single family houses along side streets adjacent to commercial parcels along thoroughfare.

Storefront width, recesses, and character vary within blocks.

Building wall along sidewalk defines space of street.



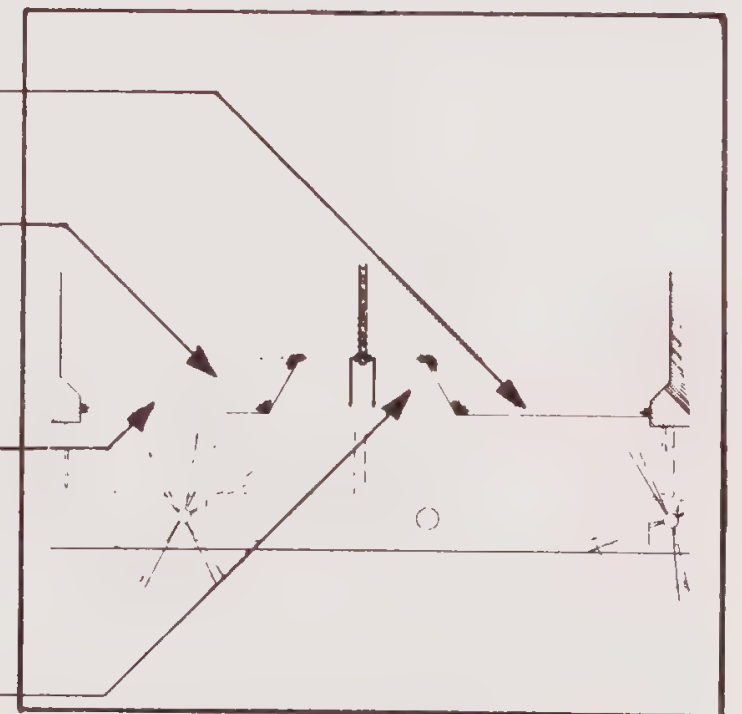
TYPICAL BLOCK

Display windows provide visual interest for pedestrians.

Generous display space.

Window parallel to street and recessed from building pier.

Recessed entry defined by angled display windows.



PLAN - PEDESTRIAN SPACE

PROTOTYPE ILLUSTRATION

DOWNTOWN CORE



All storefronts must have a base.

trances for shops and other activity-generating uses.

4. **Roofs and Rooflines** - should provide visual interest from streets below and hills above, and should complement the overall facade composition. Roofs of historic commercial buildings in Ventura and neighboring cities should be used as an inspiration for new designs. Flat roofs are acceptable if a strong, attractively detailed cornice and/or parapet wall is provided.

- a. **Parapet walls** - are recommended; they should have a distinct shape or profile, e.g. a gable, arc, or raised center.
- b. **"Commercial Mansards"** - i.e. wraparound roofing panels that do not enclose a habitable floor, should not be used.

- c. **Mansards** - should only be used when emulating a traditional building style that typically employs mansard roofs, e.g. Beaux Arts, Victorian, etc. The following guidelines should apply:
 - (i) buildings are three (3) stories or greater height;
 - (ii) they enclose no more and no less than one (1) floor of habitable space;
 - (iii) dormer windows and other architectural features should occupy a minimum of twenty-five percent (25%) of the roof length.
- d. **Accent elements** - such as flags, cut-out openings, grilles and latticework, ornamental medallions or building numbers are recommended.
- e. **Mechanical equipment** - on rooftops should be screened, preferably behind a parapet roof. Latticework, louvered panels, and other treatments that are compatible with the building's architecture may also be appropriate.

- E. **STOREFRONTS** - are like small buildings with their own base, "roofline," and pattern of window and door openings.

- 1. **Base** - a panel of tile or other special material is recommended below display windows. Materials recommended for walls

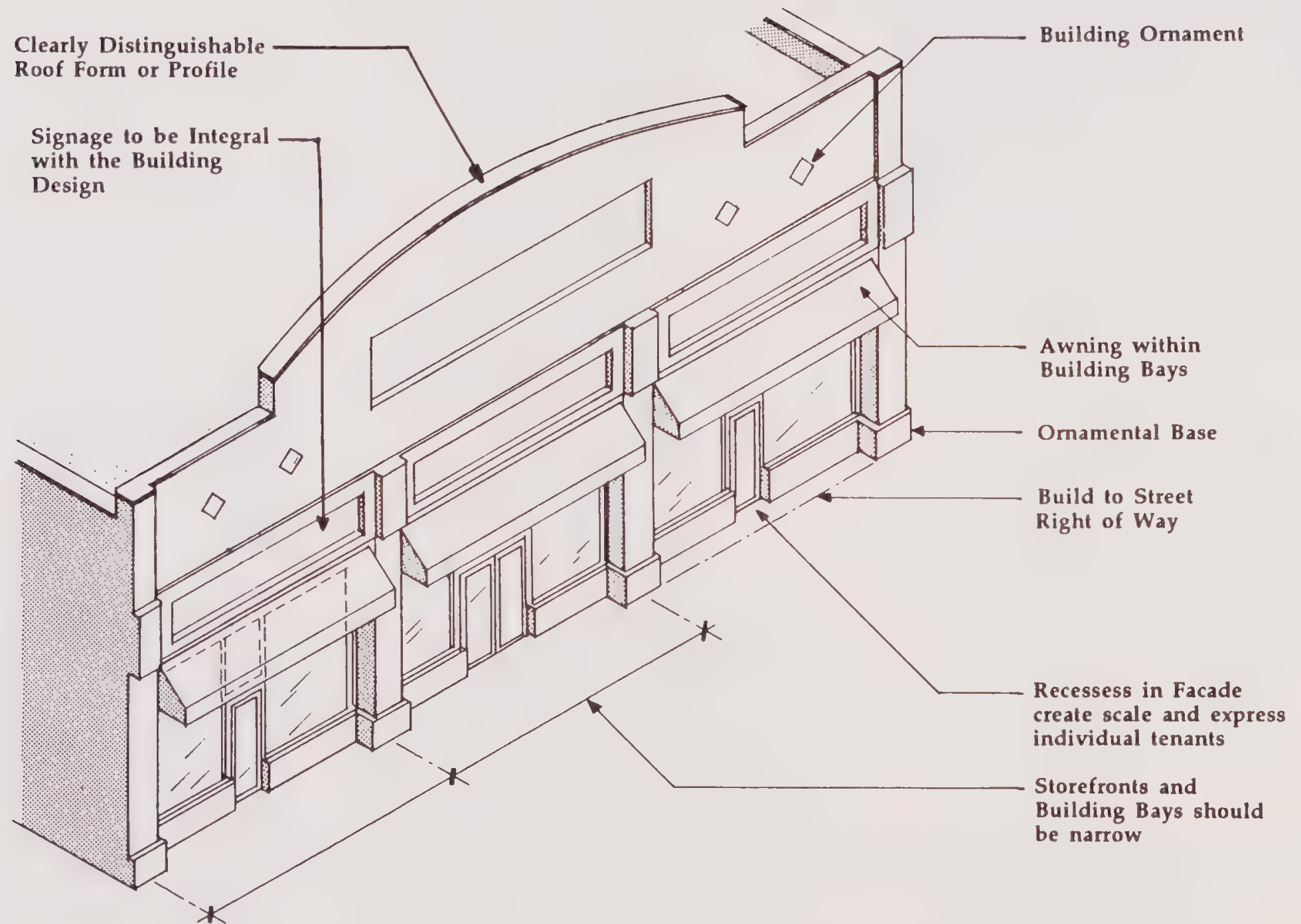
(next section) are generally suitable. Base materials should be the same or "heavier" materials visually than walls.

- a. **Brick and wood** - should only be used if the rest of the wall surface is the same material; neither material should be used exclusively.
- b. **Ceramic tile** - is frequently used as a storefront base. Dark tile with light stucco is an effective combination. Different colors and sizes of tile may be used for decorative effect.



Large panel display windows give the ground-level shopfronts a welcoming, public character.

One Story Building



PROTOTYPE ILLUSTRATION

DOWNTOWN CORE

2. **Display Windows** - Large pane windows encompassing a minimum of 60% of the storefront surface area are recommended. Where privacy is desired for restaurants, professional services, etc., windows should be divided into smaller panes.

3. **Clerestory Windows** - are horizontal panels of glass between the storefront and the second floor. They are a traditional element of "main street" buildings, and are recommended for all new or renovated storefronts. Clerestory windows can be good locations for neon, painted-window, and other relatively non-obtrusive types of signs.

4. **Recessed Entries** - are recommended as another traditional element of the main street storefront. Recommended treatments include:

- a. **Special paving materials** - such as ceramic tile;
- b. **Ornamental ceilings** - such as coffering;
- c. **Decorative light fixtures.**

5. **Doors** - should be substantial and well-detailed. They are the one part of the storefront that patrons will invariably touch and feel. They should match the materials, design and character of the display window framing.

"Narrowline" aluminum frame doors are not recommended.

6. **Cornices** - should be provided at the second floor (or roofline for a one-story building) to differentiate the storefront from upper levels of the building and to add visual interest; this also allows the storefront to function as the base for the rest of the building.

7. **New or Renovated Storefronts Within Historic Buildings** - should emulate or recreate a previous storefront (from historic photos or drawings) in order to harmonize with the overall building architecture. This can be flexibly interpreted, for example when the general form of a new storefront is like the original but the materials are contemporary.

F. **SIDE AND REAR BUILDING FACADES** - should have a level of trim and finish compatible with the front facade, particularly if they are visible from streets, adjacent parking areas or residential buildings.

G. **BLANK WALL AREAS** - without windows or doors are only permitted on internal-block side-property line walls. Such blank walls should reflect the Ground Level Building Increment, Building Massing & Organization, and Facade Compositions guidelines, A through D above. Surface reliefs, decorative vines, and/or architectural mu-

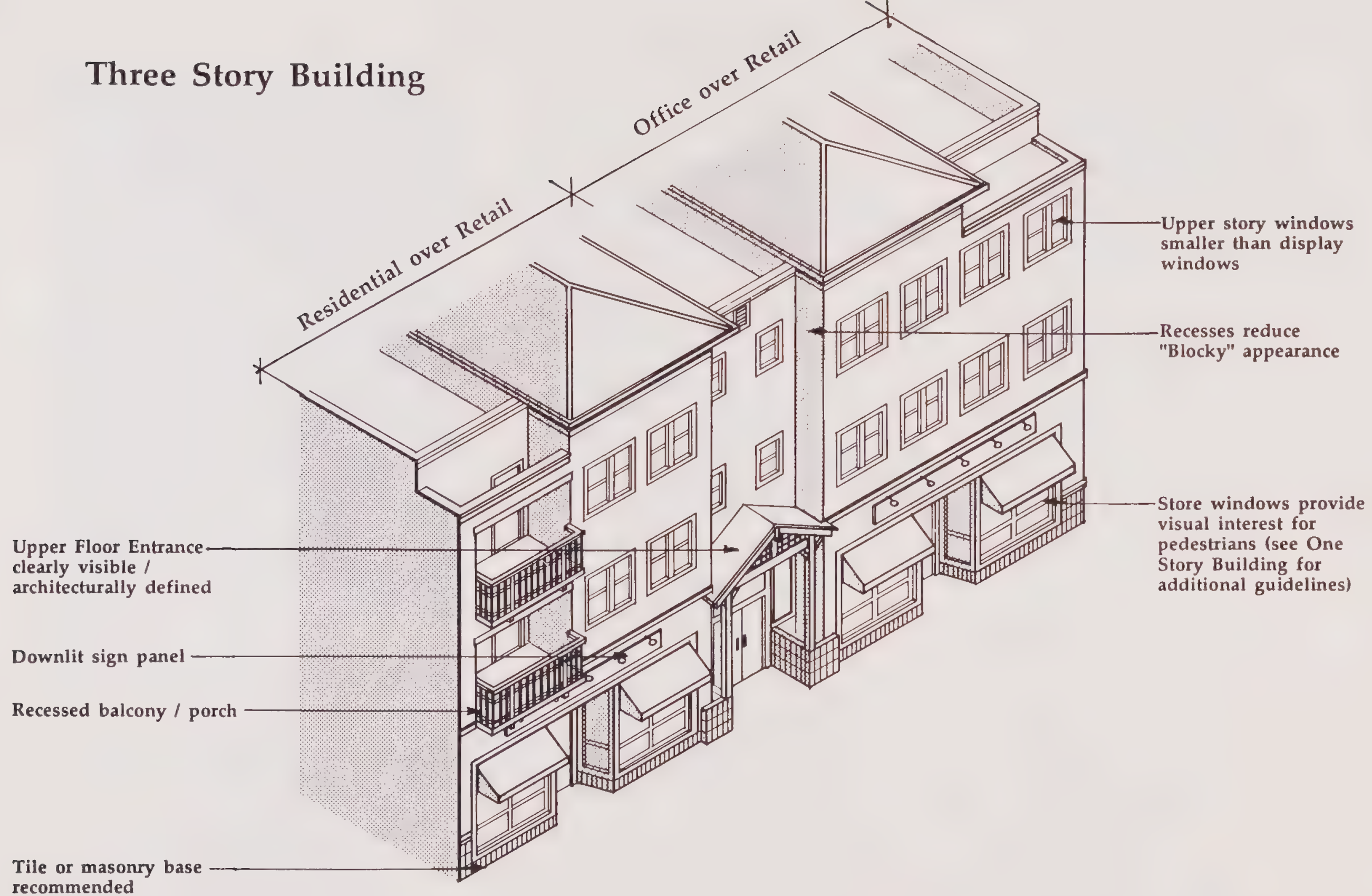


Shopfront doors should be substantial and well-detailed.

rals and other surface enhancements should also be considered.

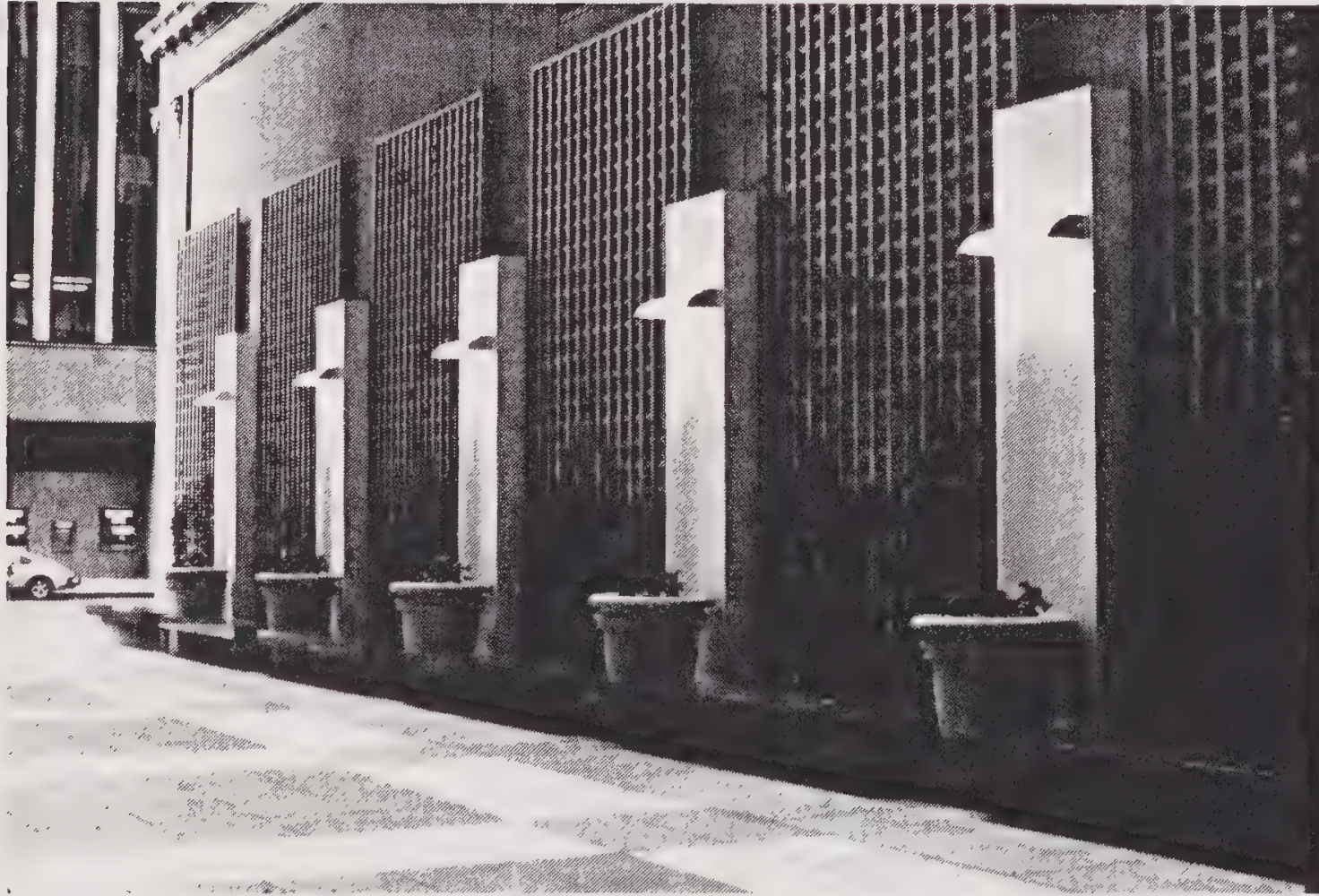
H. **WALL SURFACE MATERIALS** - If the building mass and pattern of windows and doors is complex, simple wall surfaces are preferable (e.g. stucco); if the building volume and the pattern of wall openings is simple, additional wall texture and articulation should be employed (e.g. bricks or blocks, rusticated stucco, ornamental reliefs). In both cases, pilasters, columns, and cornices

Three Story Building



PROTOTYPE ILLUSTRATION

DOWNTOWN CORE



Wall areas without windows or doors should reflect the building increment and facade composition guidelines.

should be used to add visual interest and pedestrian scale.

The palette of wall materials should be kept to a minimum, preferably two (e.g. stucco and tile, brick and stone) or less. Using the same wall materials as adjacent or nearby buildings helps strengthen the district character.

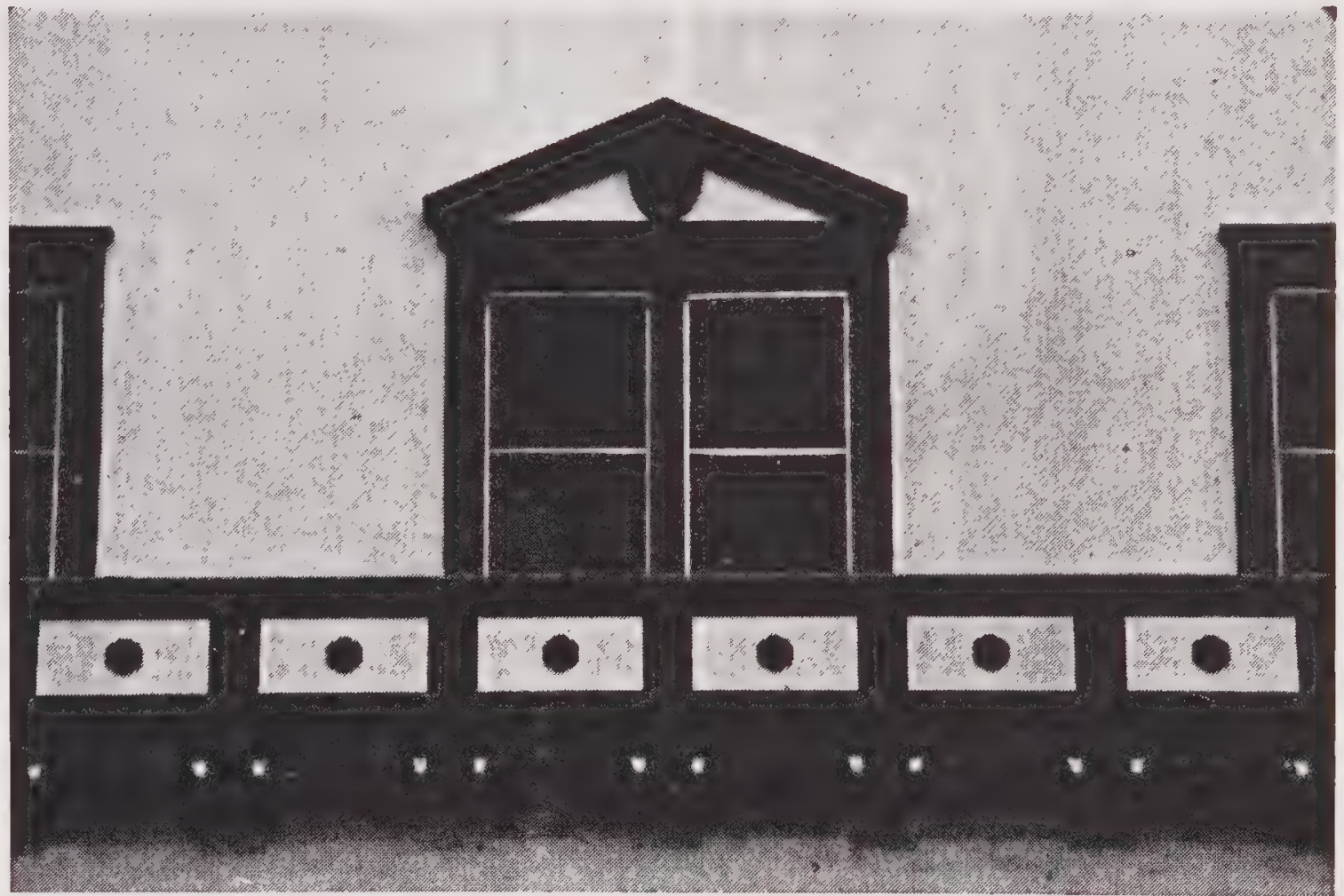
1. **Brick** - Full size brick veneer is preferable to brick tile. Brick veneers should be mortared to

give the appearance of structural brick. If used, brick tile applications should use wrap-around corner and bullnose pieces to minimize a veneer appearance.

2. **Stone and Stone Veneers** - are appropriate as a basic building material or as special material for wall panels or sills in combination with other materials, such as brick or concrete.

3. **Poured-in-Place Concrete** - options in terms of formwork, pigments, and aggregates should be explored to create rich surfaces. Accents such as ceramic tile or stone are recommended for decorative effect.
4. **Concrete Block** - Concrete block is available in various sizes, surface textures, and colors. Decorative treatments, such as alternating courses of differing heights, should be used. Neither stack bond nor plain grey concrete block is recommended.
5. **Ceramic Tile** - is recommended as an accent material.
6. **Stucco** - and/or painted stucco may be used in order to reduce maintenance and increase wear; elastomeric type coatings should be used for painted surfaces. Textured stucco should not be used. All stucco surfaces should be smooth to prevent the collection of dirt and surface pollutants, and the deterioration of painted surfaces.
7. **Wood Siding** - Painted horizontal lap wood siding with detailed trim is the only recommended "Main Street" use of wood.
8. **Curtain Wall Systems** - Should only be used for limited areas, such as connections between buildings, entrance lobbies, etc.

9. **Note on Parapet and Cornice Cap Flashings** - Sheet metal parapet cap flashings should be painted to match wall or trim color. Select a thickness of 4 gage or more to avoid “oil canning” distortion in the metal.
10. **Not Appropriate:**
 - a. **Simulated finishes** - such as artificial stone.
 - b. **Wood shingles and shakes** - Vertical board and batten, shingles, or shakes are not recommended; they have a rural/residential character.
 - c. **Plywood siding.**
- I. **WINDOWS** - are an important element of building composition and an indicator of overall building quality:
 1. **Window-to-Wall Proportion** - In general, upper stories should have a window to wall area proportion (typically 30 – 50%) that is smaller than that of ground floor storefronts.
 2. **Window Openings** - should generally be vertical or square in shape; if square, windows and/or window panes should be vertical in shape.
 3. **Window Inset** - Glass should be inset a minimum of three (3) inches from the exterior wall surface to add relief to the wall surface; this is especially important for stucco buildings.
 4. **Shaped Frames and Sills** - should be used to enhance openings and add additional relief. They should be proportional to the glass area framed; e.g. a larger window should have thicker framing members.
 5. **Mullions** - “true divided light” windows or sectional windows are recommended where a divided window design is desired; “snap-in” grilles or mullions should not be used.
 6. **Glazing** - Clear glazing is strongly recommended. Reflective glazing should not be used. If tinted glazing is used, the tint should be kept as light as possible; green, grey, and blue are recommended.
 7. **Replacement/Renovation** - Wood windows should be replaced with wood windows of the same operating type (e.g. double-hung, casement, etc.; vinyl-covered wood windows are available for lower maintenance).



Shaped frames and sills should be used to enhance openings and add additional relief.

nance). If aluminum replacement windows or doors are used, they should be:

- a. **Same operating type** - and orientation as the original windows (e.g. do not replace a double hung window with a horizontal sliding window).
- b. **Factory painted** - or fluorocoated to match the original; color anodized is also acceptable.
- c. **Similar in size** - and thickness to the original frame and mullions.

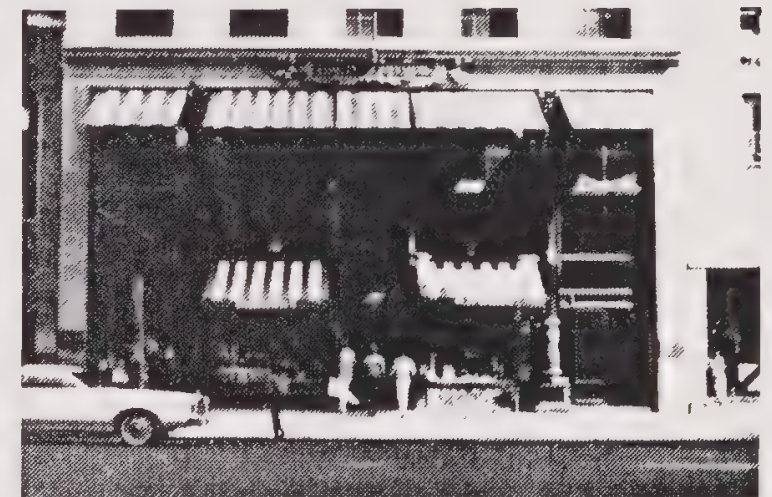
J. **ROOFS** - should match the principal building in terms of style, detailing and materials. They should also contribute expressive and interesting forms that add to the overall character of the district and are attractive when viewed from adjacent hillside areas. Experimental, severe, and/or non-traditional rooflines or materials should not be used. Recommended roof types are:

1. **Clay, Ceramic or Concrete Tile** - Colorful glazed ceramic tiles are recommended for decorative roof shapes, such as parapets, domes, and turrets.
2. **Metal Seam Roofing** - should be anodized, fluorocoated or painted. Copper and lead roofs should be natural or oxidized.
3. **Tar and Gravel, Composition, or Elastomeric Roofs** - should be screened by parapets or false-front sections of sloping roofs.

K. **TRELLISES, CANOPIES, AWNINGS, AND OTHER BUILDING-MOUNTED ACCESSORIES**

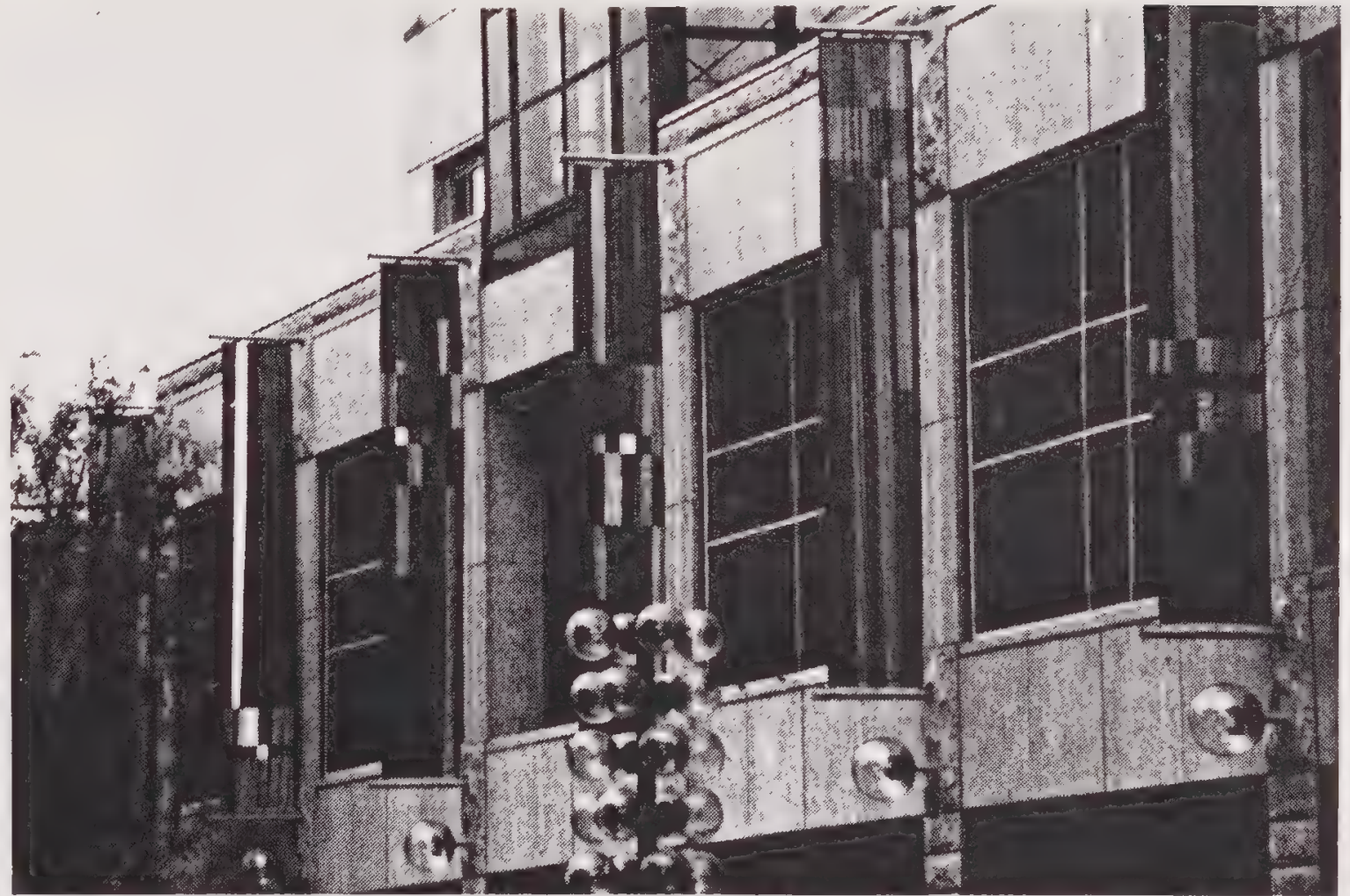
1. **Awnings** - are recommended. They should be a colorful fabric mounted over a metal structure that is framed and attractive in design. Fabric awnings are generally preferable to permanent canopies. Backlit awnings should be "discouraged."

2. **Trellises and Canopies** - Materials, colors, and form should be derived from the building architecture.
3. **Height and Projection** - trellises, canopies and awnings should be a minimum of seven (7) feet above the sidewalk, and project no more than seven (7) feet out from the building wall.



Awnings are recommended. An individual awning or canopy should be used for each storefront, window or building bay.

4. **Placement** - of trellises, canopies and awnings should be above the display windows and below the storefront cornice or sign panel. They should not cover piers, pilasters, clerestory windows or other architectural features. An individual awning or canopy for each storefront or building bay complements the building more effectively than one continuous awning does.
5. **Accessories** - Colorful banners should be used to add variety to the street. Ornamental brackets and poles add further interest. Hanging flower or plant baskets suspended from ornamental brackets of metal or wood are recommended for storefronts.
- L. **COLOR** - In general, drab earth tones should not be used. Building walls should contrast trim colors; for example, neutral or light walls with dark colors and saturated hues for accent and ornamental colors; white or light window and door trim on a medium or dark building wall. Colors of adjacent buildings should be taken into consideration.
 1. **Secondary Color** - can be used to give additional emphasis to architectural features such as building bases (like a wainscot), pilasters, cornices, capitals, and bands.
 2. **Bright Colors** - should be used sparingly. Typical applications are fabric awnings and banners. A restrained use of bright colors



Colorful banners should be used to add variety to the street.

- allows display windows and merchandise to catch the eye and stand out in the visual field.
- M. **PLANT MATERIALS** - see "Site Improvements, Furnishings, and Landscaping."
 - N. **ADDITIONS, RENOVATIONS AND RESTORATIONS TO EXISTING BUILDINGS:**
 1. **Specialized Professional Assistance** - Sensitive alteration or restoration of existing buildings enhances their historic value. To ensure proper work, the services of an architect specializing in restoration and preservation work is highly recommended.
 2. **Additions and Alterations** - should be sensitive to the scale and character of Storefront Areas in general, of adjacent buildings, and of the building itself. Generally, they should reflect one of the following conditions:
 - a. **Identical** - to the architecture of the original building, as if the same architect or builder built

more of the same building. This is usually most successful and feasible where the addition is smaller than the original building.

- b. **Interpretation** - of the older building (and/or other adjacent buildings). The older building is not imitated exactly, but certain characteristics are incorporated into the addition using contemporary materials and construction practices. This is most successful where the addition is larger than the older building. Some of these “contextual” strategies are:

- (i) architectural lines and rhythms of the older building are extended to the new building, such as floor and cornice heights, window and bay spacing, window opening proportions and operating type, spacing of entrances, etc.
- (ii) colors and materials are selected to coordinate and harmonize between the old and new structures.
- (iii) architectural details may be identical on both buildings to link them, such as window and door trim, paint colors, signs, light fixtures, etc.

3. **Restorations** - Restoring the original form and appearance of old

buildings is recommended. Many “modernizations” of 19th and early 20th century storefront buildings covered fine facades and other architectural features that can be restored. Painted, covered, or blocked-in clerestory windows are common, as are upper stories that have been plastered over or covered with metal fascia or awnings. These areas should be uncovered and restored wherever possible.

4. **Repair and Cleaning** - Care should be taken to avoid damaging the value of historic buildings. In particular:
- a. **Masonry materials** - such as concrete and brick should not be sandblasted, as this damages the surface of the material; low-pressure water cleaning should be used.
 - b. **Waterproofing and graffiti-proofing** - sealers should be used after cleaning and repair.
5. **Replacement of Unavailable Components** - When historic construction materials cannot be replaced or matched, care should be taken to match the original pattern, thickness, color, and texture as closely as possible with available materials. In general, simulated replacement materials (artificial stone, simulated “aged” brick) are discouraged. The restoration

architect and various specialty building supply businesses can assist in selection of proper materials.

DOWNTOWN RESIDENTIAL AREAS

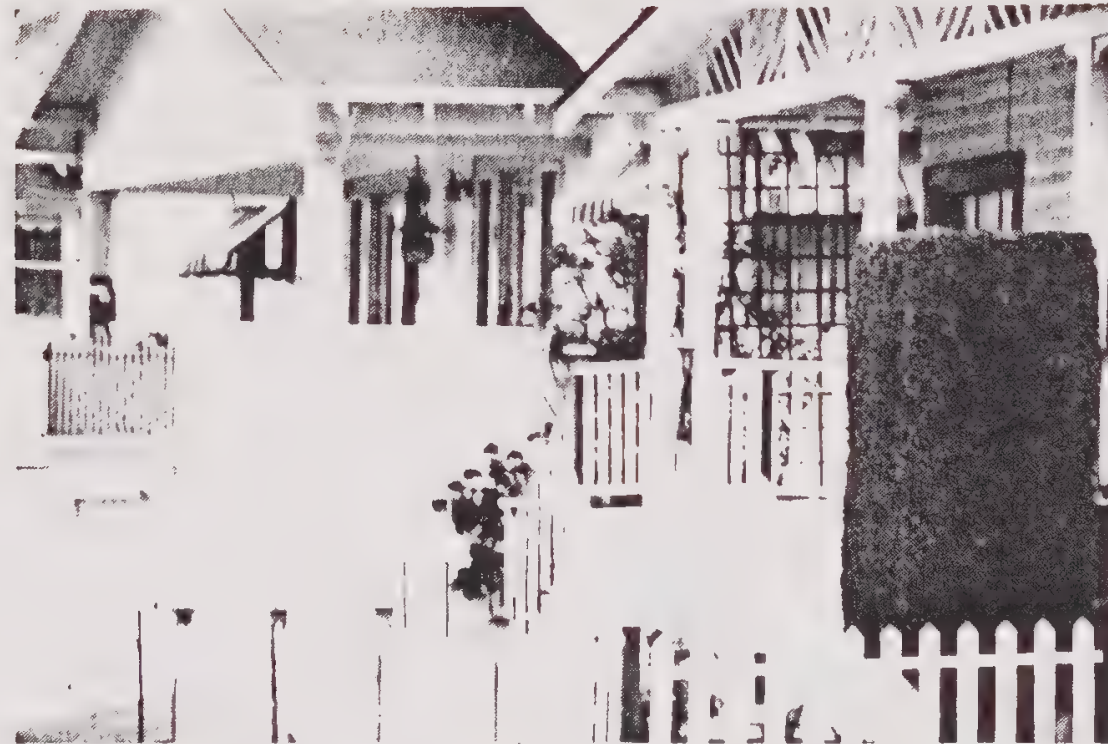
Description. *Downtown Residential Areas* in Ventura will form denser neighborhoods than elsewhere in the city, offering an alternative for those who would like to live within walking distance of Downtown facilities and services. Standards and guidelines for *Downtown Residential Areas* accommodate a mix of high-density single-family and multi-unit residential development; they require multiple unit buildings to be compatible in scale with both single-family residences (attached or detached) and Downtown Core commercial buildings.

New streets and blocks in *Downtown Residential Areas* must connect to the surrounding City street grid. Where needed, surface parking lots must be located in the interior of blocks and planted with shade trees in an “orchard” arrangement. Alleys are recommended to mediate use and density changes. All buildings must face streets or public ways. Front setbacks are relatively small, with usable open space areas to the side or rear of buildings. Garages must be located along alleys or setback from the front of the principal structure to minimize visual impact.

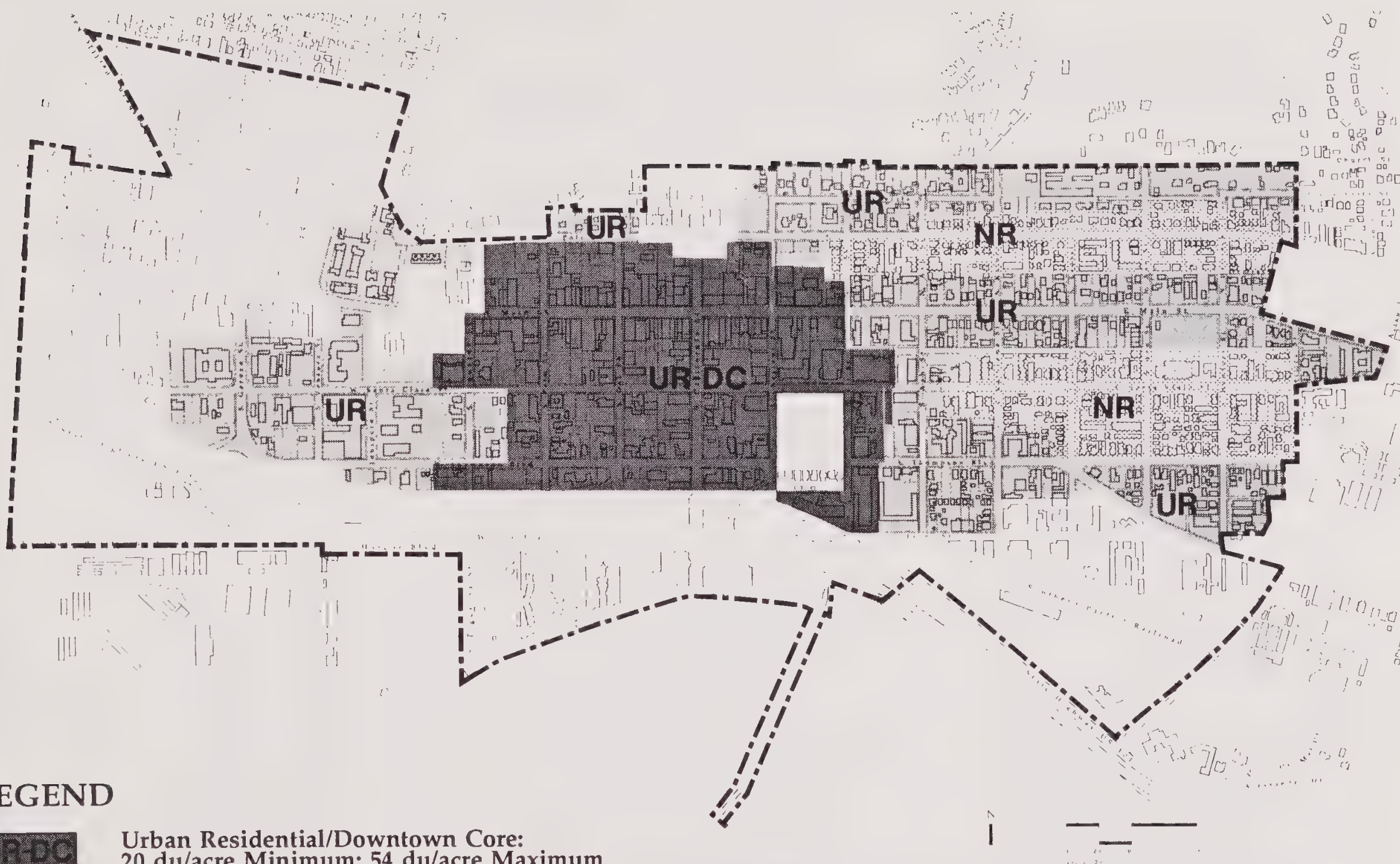
DEVELOPMENT STANDARDS

I. Land Use

- A. PERMITTED USES - in accordance with the distribution of densities identified on the “Residential Densities” map. Two residential subareas are estab-



Standards and guidelines for Downtown Residential Areas accommodate a mix of high-density single-family and multi-unit residential development.



LEGEND

- UR-DC** Urban Residential/Downtown Core:
20 du/acre Minimum; 54 du/acre Maximum
- UR** Urban Residential:
12 du/acre Minimum; 54 du/acre Maximum

- NR** Neighborhood Renovation: Single Family
Detached (12 du\ac maximum) with Second
Units permitted (24 du\ac maximum)

DOWNTOWN VENTURA
RESIDENTIAL DENSITIES

lished for density control purposes: “Urban Residential” and “Neighborhood Residential.” “Urban Residential” accommodates both single-family and multi-unit forms of development. “Neighborhood Residential” preserves existing single-family areas, but also allows for second units.

1. **Multi-Unit Residential** - in “Urban Residential” areas. On parcels where commercial use is also allowed, multi-unit residential is defined as two (2) or more dwelling units or one (1) or more dwelling units developed in combination with a non-residential area.
2. **Single-Family Residential** - including attached townhouses or rowhouses in “Urban Residential” (UR and UR-DC) areas. Detached units are permitted in “Neighborhood Residential” (NR) areas. Attached single family subject to design review by Architectural Review Board.
3. **Detached Second Dwelling Unit** - may be provided on existing or proposed single-family residential parcels in the “Neighborhood Residential” (NR) areas provided the single-family character of the area is retained. Adherence to all standards and guidelines are required. In addition:
 - a. **Minimum size** - shall be seven hundred and fifty (750) square feet.

- b. **Maximum size** - shall be seventy-five percent (75%) of the principal building on the parcel.
- c. **Design shall be reviewed** - by the Architectural Review Board.

4. **Recycling Services: Consumer Recycling Collection Points** - As defined by Section 15.115.470 of the San Buenaventura Zoning Ordinance.
5. **School District Administrative Offices** - on Redevelopment Block M, in conjunction with residential development.

B. CONDITIONAL USES

1. **Commercial Along Thompson Boulevard** - in the East Side UR area, provided the use and form of development is neighborhood-sensitive and adheres to the development standards design guidelines, for *Corridor Renovation Areas* and uses.
2. **Neighborhood Commercial in the East Side and West Side Neighborhoods** - Commercial businesses serving the convenience needs of local residents may be permitted. Neighborhood Commercial uses are limited to:
 - a. **Personal service businesses** - as defined in the *Corridor Renovation Planning Area*, and other retail uses.
 - b. **Corner parcels.**

- c. **2,500 s.f. maximum floor area.**
- d. **The ground floor.**

Maximum building heights and minimum setbacks shall be those required for *Downtown Residential Area* development, provided that front setbacks shall be reduced by ten (10) feet from those otherwise required for residential properties. With the exception of these foregoing provisions regarding heights and setbacks, the standards and guidelines for *Downtown Core Area* development shall apply as applicable. Off-street parking, however, shall not be permitted within the front or side setback. “Residential over retail” development is encouraged, as depicted on page 167.

3. **Lodging Services** - “Bed and Breakfast Inns” per Zoning Ordinance Section 15.115.430(a) (5 guest rooms or less) may be permitted in *Downtown Residential Areas*. No other Lodging Services are permitted. Lodging Services: Bed and Breakfast Inns must be developed in accordance with the standards for multi-unit development in *Downtown Residential Areas*. Off-street parking requirements shall be per Zoning Code requirements.
4. **Additional Uses** - subject to a Director’s Permit and determined

to be of the same general character as listed herein.

C. DENSITY

1. Minimum Residential Density

- a. In “Urban Residential” (UR) areas - shall be twelve (12) units per net acre; for single-family development, this is a maximum lot size of 3,630 s.f.
- b. In the “Urban Residential - Downtown Core” (UR-DC) area - shall be twenty (20) units per net acre.
- c. In the “Neighborhood Residential” (NR) area - no minimum.

2. Maximum Residential Density

- a. In all “Urban Residential” (UR and UR-DC) areas - shall be fifty-four (54) units per net acre.
- b. In “Neighborhood Residential” (NR) areas - shall be single-family detached at twelve (12) units per net acre; with detached second units, density shall be a maximum of twenty-four (24) units per net acre.

II. Building Height and Setbacks

A. HEIGHT - as measured from sidewalk or finished grade to top of cornice, parapet, or eave line of a peaked roof:

1. **Maximum** - three (3) floors and thirty-six (36) feet for multi-unit

buildings; two floors and twenty-four (24) feet for single-family buildings. However, any property designated *Downtown Residential* north of Poli Street must comply with maximum height for hillside areas per City Zoning Ordinance.

2. Exceptions:

- a. **Above subsurface parking** - buildings may exceed the maximum height by five (5) feet; subsurface structures shall extend no higher than five (5) feet above finished grade.
- b. **Pitched roofs** - may exceed height limits provided they are gable or other non-shed roofs.
 - (i) double-pitched roofs of any kind (e.g., gable, hip, pyramid, etc.) and mansard or gambrel roofs are acceptable.
 - (ii) single-pitched “shed” roofs are not appropriate and shall not qualify for an exception.
- c. **A third or fourth floor** - may be permitted in single-family or multi-unit buildings, respectively, if enclosed by a pitched roof; i.e. the eave must be at the height limit:
- d. **Special architectural features** - such as parapet roofs, towers (clock, bell, observation) or entry volumes, provided there is a

cornice or other form of architectural expression at the height limit line.

- e. **Rooftop structures** – such as elevator and mechanical equipment enclosures, or roof deck trellises and gazebos; these may exceed the height limit by ten (10) feet, provided they are set back a minimum of ten (10) feet from building walls and are screened by a parapet or sloping roof.

3. **Adjacent To Existing Single-Family Residences or Designated Single-Family Areas** – Multi-unit buildings shall “step down” to a maximum of one (1) story taller than that permitted on the adjacent parcel.

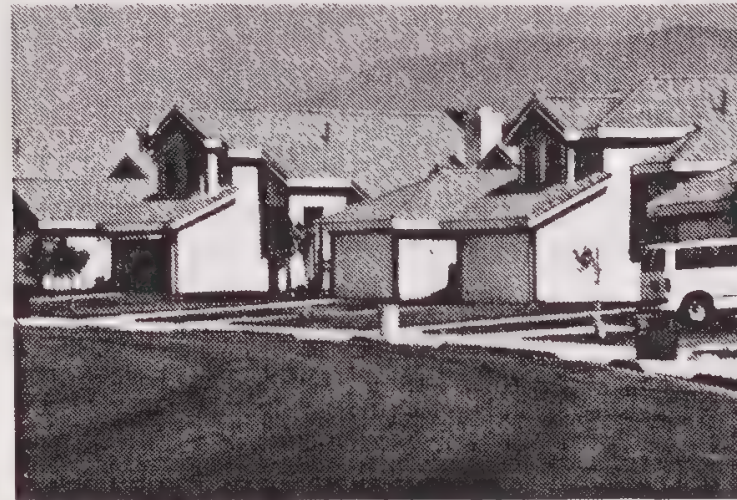
B. **FRONT SETBACKS** – Buildings shall face public streets or ways with one exception: buildings must side onto arterial streets unless setback a minimum of thirty (30) feet from the back of walk. Residential setbacks outside of the *Downtown Core* and *Corridor Renovation Areas* shall be determined according to street type as listed below. See *Downtown Core Area* standards for residential setbacks within the *Downtown Core Area*. See CR Area standards for residential front setbacks within the CR Area.

1. **Arterial Streets** – are listed below. To create a parkway frontage, a curbside planting strip twelve (12) feet wide, a sidewalk eight (8) feet wide, and a low ornamental fence or low

wall located up to two (2) feet from the back of walk shall be provided as part of all new development (see “Site Improvements” guidelines for street tree, wall, and fence requirements). A public easement shall be required along the area between the existing street right-of-way and the back of walk, as necessary, to establish the required 20 ft. public sidewalk area. Minimum building setback from back of walk shall be fifteen (15) feet for residential development facing side streets and siding arterial streets, and thirty (30) feet for residential development facing arterials.

- **West Main Street** – between the Ojai Freeway Overpass and Figueroa Street.
- **West Thompson Boulevard** – between Olive Street and Figueroa Street.
- **Olive Street** – between West Thompson Boulevard and the Ojai Freeway ramp.
- **East Thompson Street** – between Ash Street and San Jon Road.
- **Ventura Avenue** – between West Thompson Boulevard and West Park Row Avenue.

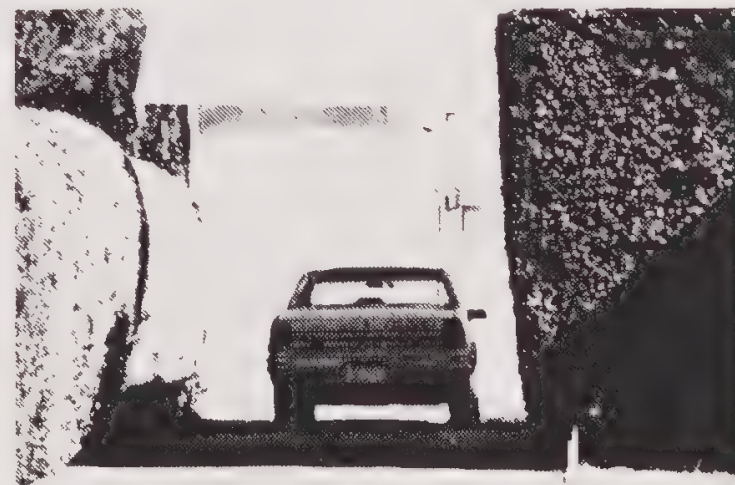
2. **Collector Streets** – are listed below. A curbside planting strip eight (8) feet wide and a side-



To avoid creating neighborhood streets dominated by garage doors ...



... building entrances and front facades should face public streets ...



... and garage doors should be set back from the primary building mass.

walk eight (8) feet wide shall be provided as part of all new development. A public easement shall be established along the area between the existing street right-of-way and the back of walk. Buildings shall build-to a line twenty-five (25) feet from the back of walk.

- **Olive Street** – between the Ojai Freeway ramps and West Park Row Avenue.
- **Santa Clara Street** – between Olive Street and Figueroa Street; between Ash Street and Crimea Street.
- **Hemlock Street** – between Poli Street and Thompson Boulevard.
- **Poli Street** – between Ash Street and Crimea Street.

3. **Local Streets** – All streets other than those listed as Arterials or Collectors above are considered local streets. A curbside planting strip four (4) feet wide and a sidewalk six (6) feet wide shall be provided as part of all new development. A public easement shall be established along the area between the existing street right-of-way and the back of walk. Buildings shall build-to a line fifteen (15) feet from back of walk.

4. **Open Porches and Stairs** – may extend a maximum of five (5) feet into the setback area.

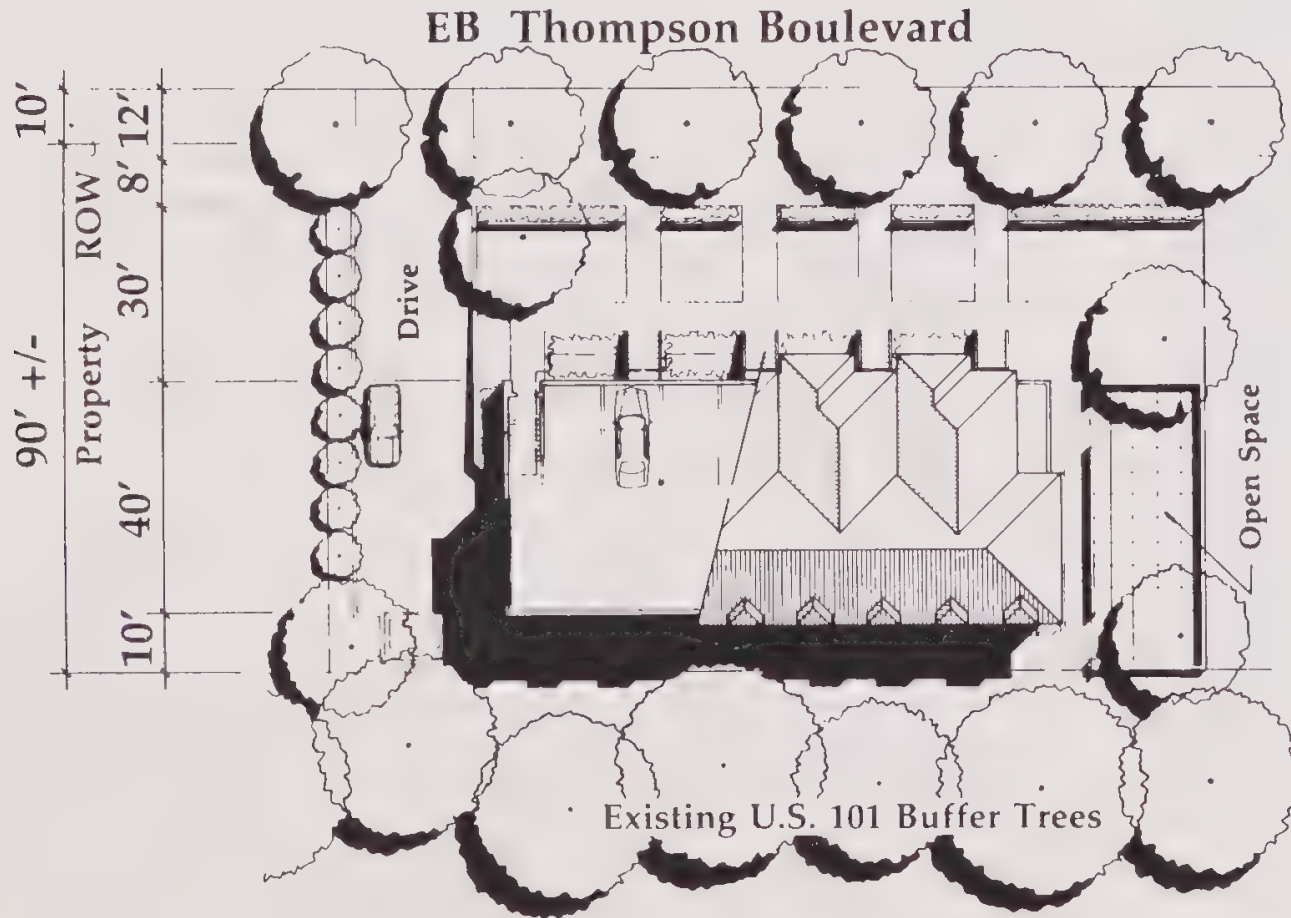
5. **Garages** – associated with single-family development (attached or detached) shall be set back a minimum of four (4) feet from the front of the residential structure; i.e. a minimum of nineteen (19) feet from the back of walk.
6. **Public Easement Requirement** - would only apply when adding to or constructing a primary building. This requirement would not apply to accessory buildings.

C. SIDE SETBACKS

1. **Minimum** - zero (0) feet in "Urban Residential" density areas in accordance with a. and b., below:
 - a. **"Zero lot line" or duplex residences** - shall be designed to appear as a single large house.
 - b. **Townhouses** - shall be designed to appear as individual units.



*Provide mid-block pedestrian connections
for blocks longer than two hundred feet*



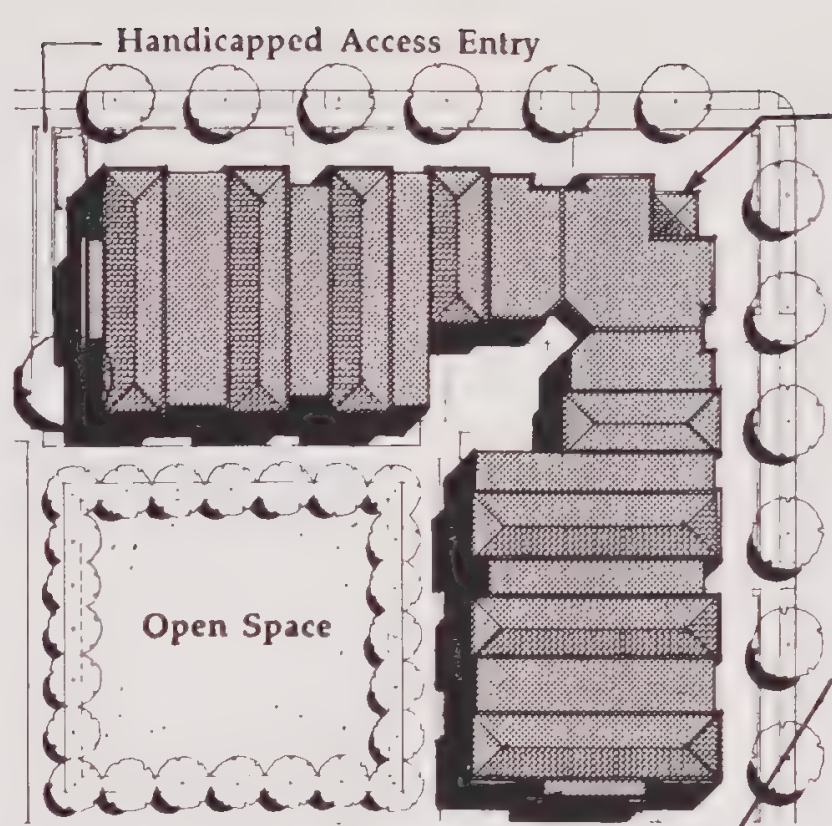
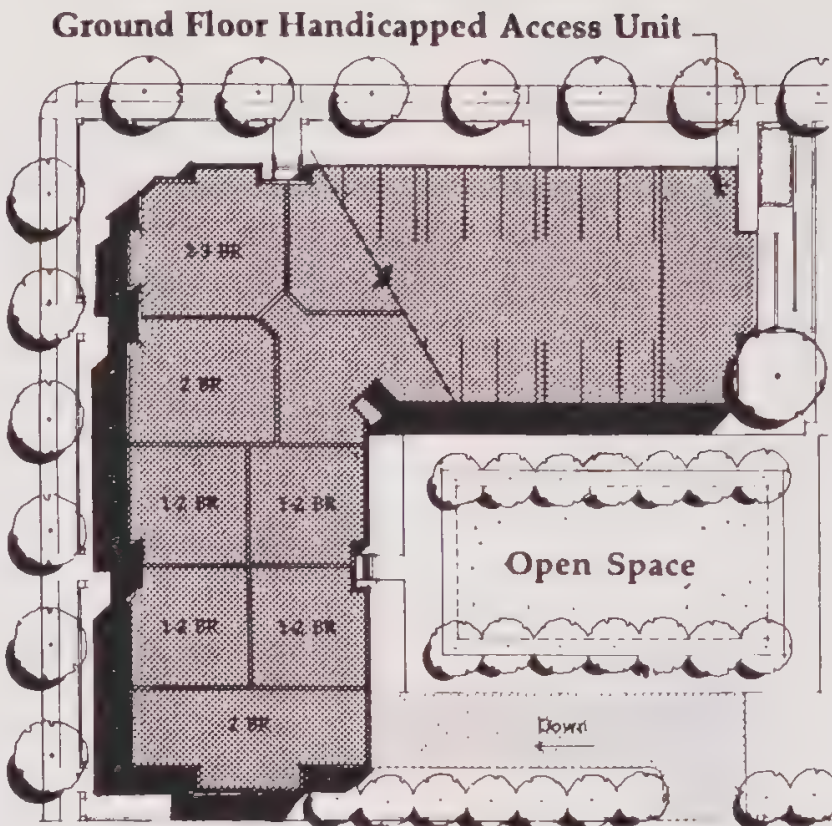
Special Condition: Residential Development Along South Side of Thompson Boulevard

- c. **Accessory buildings** - including second units in accordance with I.A.3, above, may have a setback of zero (0) feet, in accordance with D.2., below.
 2. **Maximum** - fifteen (15) feet in "Urban Residential" (UR) areas.
 3. **See CR Area Standards** - for residential side setbacks within the CR area.
- D. REAR SETBACKS**
1. **Principal Building** - setback shall be a minimum of twenty-five (25) feet.
 - a. **Parcels abutting U.S. 101 along the south side of Thompson Boulevard** - no setback shall be required.
 2. **Accessory Buildings** - including second units in accordance with I.A.4, above, may have a setback of zero (0) feet, provided that the setback from rear of princi-

Site Planning Guidelines

All Housing Types:

- Corner units have special side elevation (windows, trims, bays, etc.)
- Entry walks connect directly to public sidewalk
- Planting strip with groundcover or turf and street trees at 30' on center
- "Orchard" planting for surface parking areas
- Ornamental fence or wall to screen parking areas; gateways at parking entrances
- Wall between parking and yard area
- Street trees and planting strip along all streets
- Consistent setback along street regardless of housing types
- Driveway curb cuts minimized

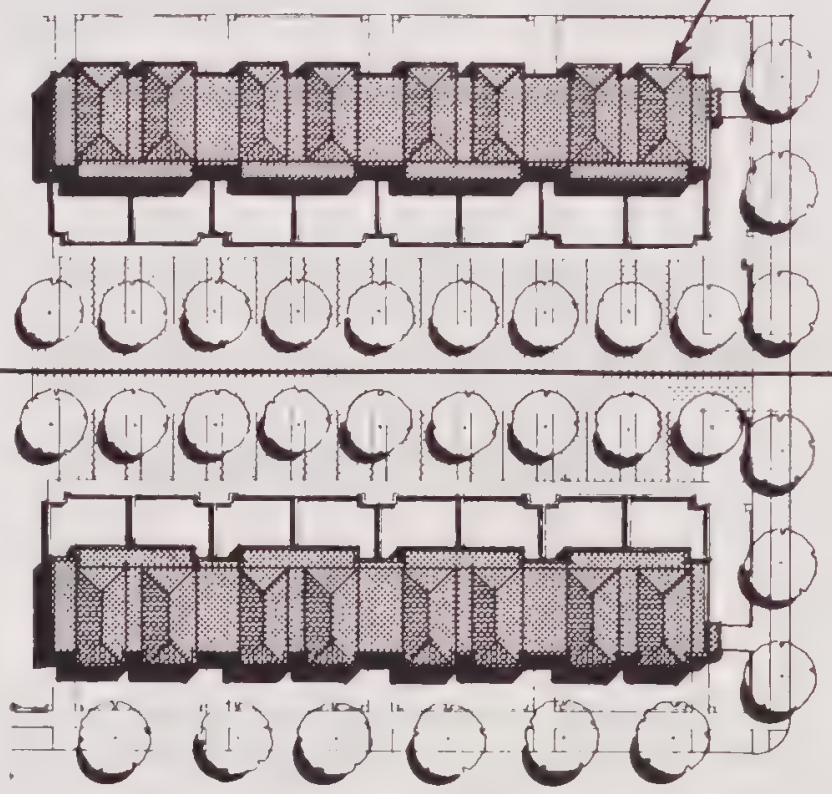
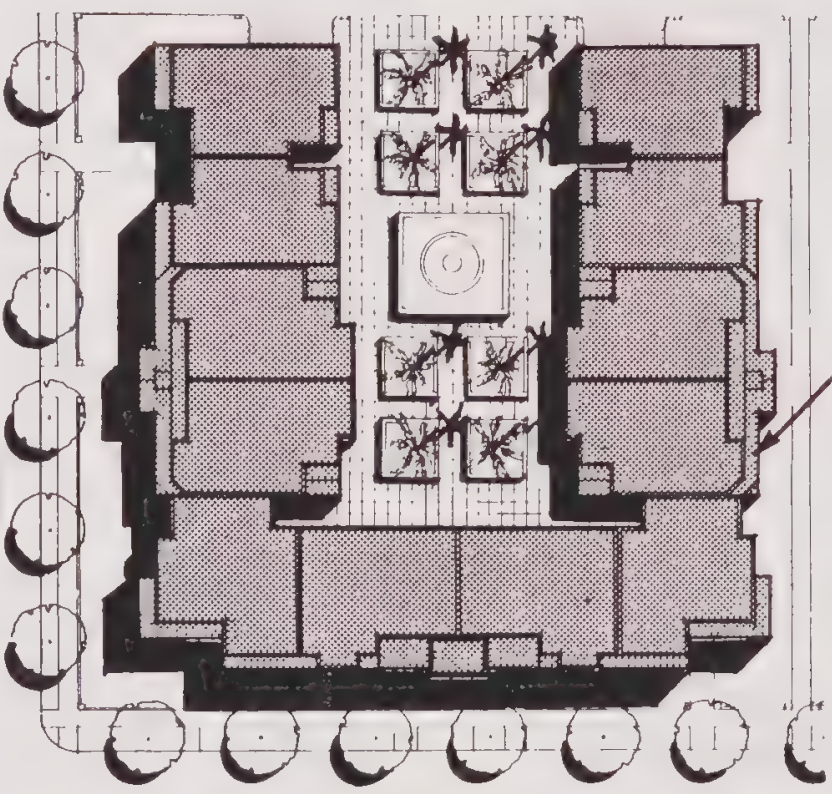


Condominiums

- 3 stories of apartment above parking
- 34-unit building on site

Single Family Attached

- 2 story, 2 bedroom, 1200-1400 square foot townhouses, surface parking with 2 spaces per unit
- 16 units on site



Courtyard Townhouses

- Luxury townhouses, 2-3 stories above semi-underground parking (single-loaded)
- 12 units on site

PROTOTYPE ILLUSTRATION
RESIDENTIAL AREAS



Townhouses shall be designed to appear as individual buildings.

pal building is a minimum of twenty (20) feet.

III. Site Development & Parking

- A. **BLOCK PATTERN** – All development shall be configured into a pattern of generally rectilinear blocks, with new



In multi-unit developments, provide a common hardscape space such as a paved patio or deck area.

Residential Over Retail



streets and access drives linking to surrounding City streets.

1. **Maximum Block Dimension** - shall be four hundred (400) feet, excluding alleys.
2. **Minimum Block Dimension** - shall be two hundred (200) feet.
3. **Mid-block Pedestrian Connections** - shall be provided for all blocks longer than two hundred (200) feet.

- B. **DENSITY CHANGES** - Changes in density shall be gradual and shall be mediated in one of the following ways:

1. **At the Rear Property Line** - Density changes may occur at the rear property line or across a rear alley. Dramatic density or building type changes should never occur between facing buildings, i.e. across a street.
2. **Across a Public Open Space** - A green or park may be used to separate facing buildings of different densities.

3. **Along Streets** - Density may change along a street provided facing buildings are the same or similar in form and density.
- C. **MULTI-UNIT DEVELOPMENT: OUTDOOR SPACE** - Usable outdoor space shall be provided for all buildings containing four (4) or more units. A minimum of one hundred fifty (150) square feet of common space shall be provided for each unit. (This requirement does not apply to "residential over retail" development along Main and California Streets.) Private outdoor deck or patio space shall also be provided.
1. **Common Landscaped Space** - Between seventy percent (70%) and eighty percent (80%) of common outdoor space shall be in the form of a garden area. The space shall be located in a side or rear yard area. The space shall be rectilinear with no side less than eighteen (18) feet. Space shall be seventy five percent (75%) enclosed by buildings, low walls, low fences, or linear landscaping (e.g. hedges, rows of trees).
2. **Common Hardscape Space** - Between twenty percent (20%) and thirty percent (30%) of common outdoor space shall be in the form of a paved patio or deck area for sitting, barbecue pit, etc. This space shall be directly accessible from the common landscaped space.
3. **Private Outdoor Space** - shall be provided at a minimum of eighty (80) square feet for each unit. This space shall be in the form of a patio or deck attached to the unit, not less than six (6) feet clear in any dimension.
- D. **SINGLE-FAMILY DEVELOPMENT: OUTDOOR SPACE** - Each developed parcel shall provide at least one side or rear yard space of five hundred (500) square feet minimum, based on a rectangular configuration, with no side less than eighteen (18) feet.
- E. **ALL DEVELOPMENT: PUBLIC SPACE** - in the form of a centrally-located green or square, shall be provided for all residential development areas encompassing fifteen net acres or more. This space shall be approximately one-half ($\frac{1}{2}$) acre in area. A minimum of seventy-five percent (75%) of this area shall be reserved for lawn or garden areas. The remaining twenty-five percent (25%) may be used for active recreation; e.g. play equipment, tennis, etc.



A centrally-located green or square shall be provided for all residential development areas of fifteen acres or more.

F. BUILDING ACCESS

1. **Direct Pedestrian Access** - shall be provided from public streets to the main building entrance; i.e. pedestrian access to buildings shall not be restricted to parking lots.
2. **Common Entrances** - shall serve no more than six (6) units, and shall be accessed from public streets or common outdoor spaces.

G. VEHICULAR ACCESS/CURB CUTS - shall be shared between buildings wherever possible, and shall be from alleys where alleys exist.

1. **Alleys** - shall be required or existing alleys used to minimize on-street curb cuts and serve vehicular access needs of new development if feasible; City shall make determination based upon size and configuration of proposed development parcel.
2. **Service Access** - from rear alleys or side streets shall be preserved and enhanced wherever possible. Trash and loading areas shall be centralized wherever possible, and screened from thoroughfares, side streets and properties to the rear.
3. **Maximum Number** - of curb cuts associated with a single building shall be one (1) two-way curb cut or two (2) one-way

curb cuts per parcel or two hundred (200) feet of frontage.

4. **Maximum Width** - of curb cuts shall be twelve (12) feet for a one-way driveway and twenty-four (24) feet for a two-way driveway.
5. **Driveways:**
 - a. **Maximum grade** - of ramps shall be sixteen percent (16%).

- b. **Setback from adjacent properties** - shall be a minimum of five (5) feet.
- c. **Setback from adjacent buildings** - shall be a minimum of three (3) feet.

H. PARKING

1. Requirements:

- a. **Single-Family Residences:** 2 spaces per unit with covered parking required for 1 space.



Parking lots adjacent to streets and sidewalks shall be screened with an attractive wall or fence

- b. **Multi-Unit Residences:** 1.25 spaces per unit with 1 or 2 habitable rooms; 1.5 spaces per unit with 3 habitable rooms; 2 spaces per unit with 4 or more habitable rooms.
- c. **Second Units:** No parking required for 1 bedroom units; units with more than one bedroom shall provide 1 space - tandem parking could apply.
- d. **Exception:** No parking required for the residential component of "residential over retail" development on Main Street in the *Downtown Core*.
2. **Subsurface Garages** - are recommended for multi-unit development, but shall not extend more than five (5) feet above finished grade.
3. **Surface Parking Lots** – shall always be located to the rear of buildings; in no case shall surface parking lots be closer to surrounding streets than fifteen (15) feet.
4. **The Perimeter of Parking Areas and Driveways** - adjacent to streets and sidewalks shall be screened with an attractive low wall, fence, or line of piers between thirty-two and forty-eight inches (32"-48") in height. (See "Site Improvements" for design of walls and fences.)
5. **Parking Areas Shall be Planted** – with shade trees at a ratio of one
 - (1) tree for every three (3) spaces in an "orchard" planting arrangement. (See "Orchard Planting" under "Site Improvements.")
6. **Garage Doors** - or gates shall be provided for all garages: maximum width for common garage entrances shall be twenty (20) feet for double-width doors and ten (10) feet for single-width doors.
7. **Freestanding Garages** - shall be located to the rear of buildings.
 - a. **Individual garage bays and doors** - shall be provided.
 - b. **A maximum of three (3) garage doors** - may be lined up consecutively; a space of five (5) feet shall be provided between each group of three doors.
8. **Parking Overlay Zone** - Where any portion of a *Downtown Residential Zone* is within the *Downtown Parking Overlay Zone*, Sections 15.445 and 15.810 shall apply to sites within such portions.

- I. **PLANTING STRIP AND STREET TREES** - A planting strip of grass or very low-growing ground cover shall be provided at curbside along all residential street frontages; refer to II.B., above, for width of strip. Shade trees shall be planted along the centerline of the planting strip at a maximum spacing of twenty-five (25) feet on center.

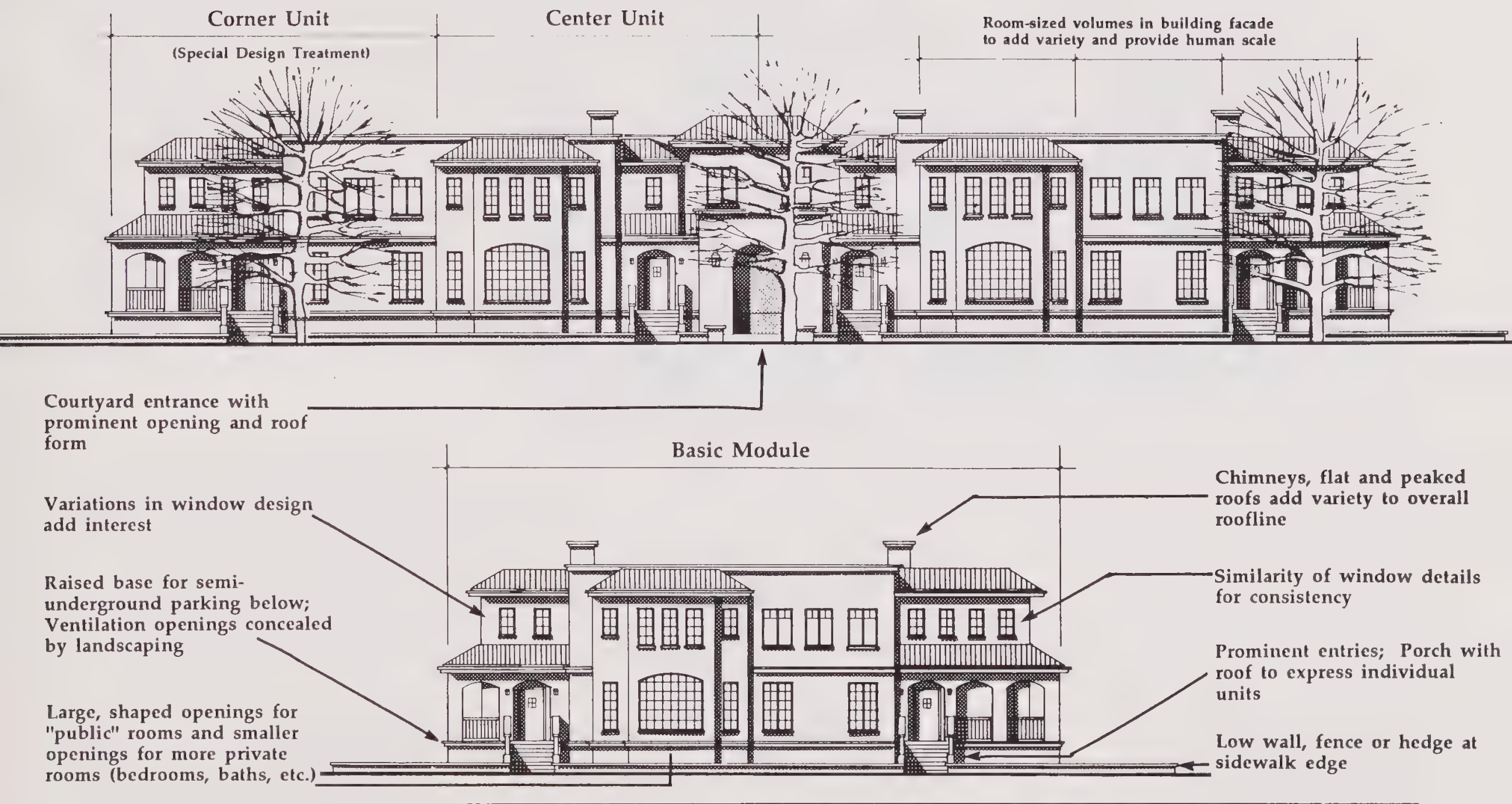
J. SCREENING AND LANDSCAPING

1. **Adjacent to Designated Residential Areas** – attractive screen fences or walls shall be provided along property lines to screen multi-unit buildings, service areas, and parking areas; a five (5) foot planting area shall be established adjacent to the fence or wall with shade trees planted at a minimum spacing of twenty (20) feet on center.
2. **Trash and Service Equipment** - including satellite receiving dishes, shall be located to the rear of buildings and shall be enclosed or screened by landscaping, fencing or other architectural means.
3. **Screen Fences and Walls** - not adjacent to streets and sidewalks shall be a minimum of six (6) feet in height and a maximum of eight (8) feet in height. If adjacent to street/sidewalk, use yard regulations Chapter 15.610. (See "Design Guidelines" for recommendations on type and materials.)

IV. Variances

Deviation from any of the development standards may be allowed subject to the Variance Procedure requirements of Chapter 15.835 of the Zoning Ordinance.

Courtyard Townhouses



PROTOTYPE ILLUSTRATION

RESIDENTIAL AREAS



Long facades on multi-unit buildings should be divided into shorter modules to reflect the volumes of individual units within the building.

V. Non-Conforming Buildings and Uses

To accommodate viable, non-conforming existing structures, the requirement to bring buildings or other structures into conformance with current regulations upon greater than 50% damage or destruction as set forth in Section 15.665.030 of the Ordinance Code shall not apply within this Planning Area, provided that any such damaged, destroyed, or partially destroyed non-conforming buildings or other struc-

tures are repaired or replaced to no more than their original size; i.e., no additional floor area shall be added. In addition, the six-month time limit regarding periods of discontinuance of a non-conforming use per Section 15.665.640 shall not apply within this Planning Area. All other provisions of Chapter 15.665, Non-conformity Regulations, of the San Buenaventura Ordinance Code shall continue to apply within this Planning Area.

VI. Base Zone

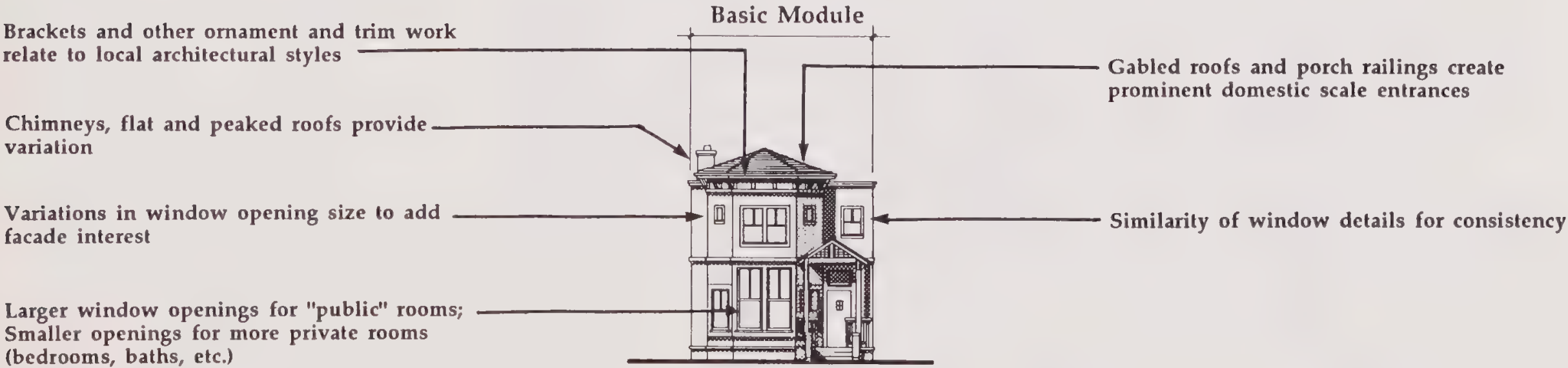
The R-3 Multiple Family Zone is deemed to be the base zone for the *Downtown Residential* Planning Area. In addition to being required to comply with the Development Standards set forth in this Chapter, all projects and other uses in the *Downtown Residential* Planning Area shall comply with the provisions of Chapter 15.218 of the Zoning Ordinance, provided that the lists of permitted use types in Section 15.218.020 and conditionally permitted use types in Section 15.218.030 shall not apply, and, further provided that, in any other instance where the provisions of this Chapter conflict with particular provisions of Chapter 15.218, the provisions of this Chapter shall override any provision in Chapter 15.218 to the contrary.

DESIGN GUIDELINES

A. ALL BUILDINGS - should be compatible in form, with an attractive, urban residential character.

1. **Domestic Scale** - Buildings should have forms characteristic of single-family houses; these forms should be enlarged and adapted for multi-unit buildings.
2. **Building Module** - Long facades on multi-unit buildings should be divided into shorter modules a maximum of forty (40) feet in width, and preferably less, to reflect the volumes of individual units within the building. This

Single-Family Attached



PROTOTYPE ILLUSTRATION

RESIDENTIAL AREAS

Multi-unit Buildings

Room-sized volumes expressed to vary facade and add human scale

Special architectural form at street corner



Basic Module

Buildings shall step down to be a maximum of one story taller than adjacent single family residences

Roofs, windows, entries, decks, and porches shall be constructed of quality materials and typical of the architectural character of older Ventura homes

Semi-recessed porch and/or balcony

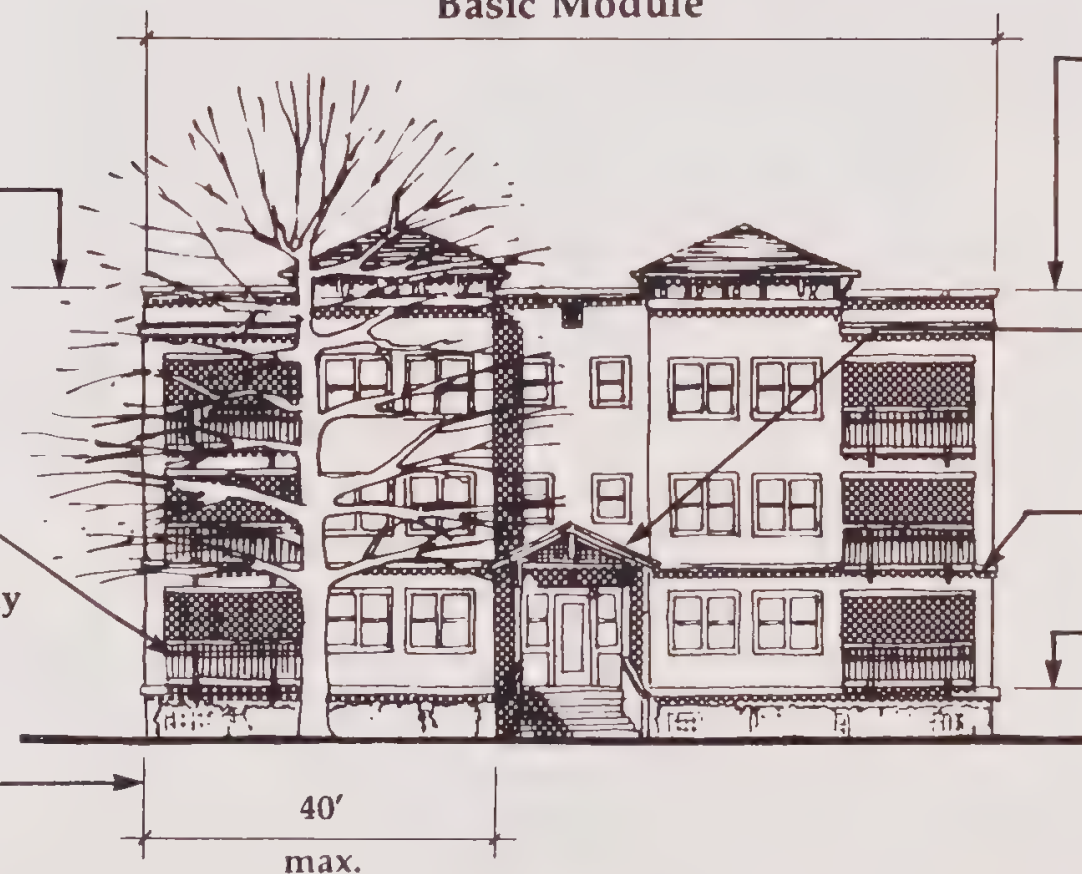
Facade divided into forty (40) foot maximum segments to avoid massive appearance

Maximum height to eave line three (3) floors above finished grade

Common entries designed to be recognizable and architecturally prominent

Trim or cornice highlights first floor and creates a base

Parking submerged 1/2 level below building; openings architecturally compatible with facade above and screened by planting



PROTOTYPE ILLUSTRATION

RESIDENTIAL AREAS

module may be created in a number of ways - changes in roof line and window groupings, projecting or recessing wall surfaces, and/or placement of entrance porches, balconies, bay windows, etc.

3. **Architectural Elements** - that create space or add scale, such as courtyards, porches, balconies, trellises and bay windows, are recommended.
4. **Roofs and Rooflines** - Roof form(s) should complement building mass and match the principal building in terms of style, detailing and materials. Pitched roofs, dormer windows, chimneys, and other traditional residential forms are recommended to add variety and make roofs attractive when viewed from adjacent downtown and hillside areas.
 - a. **Double-pitched roofs** - are recommended (gable, hip, pyramid, etc.)
 - b. **Mansards** - should only be used when emulating a traditional building style that typically employs mansard roofs, e.g., Beaux Arts, Victorian, etc. The following guidelines should apply:
 - (i) buildings are three (3) stories or greater height.
 - (ii) they enclose no more and no less than one (1) floor of habitable space.



To avoid presenting blank frontages along public streets...



... residential buildings should have main entrances directly facing the street.

- (iii) dormer windows and other architectural features should occupy a minimum of twenty-five percent (25%) of the roof length.

c. **Single-pitched** - or “shed” roofs should not be used.

5. **Variety of Floor Plans** - within buildings is recommended to vary the overall form and accommodate residents of different means and/or different ages.

6. **Wall Materials** - should be wood, brick, or stucco, depending on the building style employed. All stucco surfaces should be smooth, unsanded surfaces to prevent the collection of dirt and surface pollutants, and the deterioration of painted surfaces. Textured stucco should not be used.

B. **MAIN ENTRANCES** - to buildings should be directly visible from the street. A clear entry sequence should lead from the sidewalk to the front door. The following elements are recommended:

1. **Low Hedges, Fences and/or Entry Gates** - to define the edge between the public street and private property.
2. **Stairs, Stoops, and Open Porches** - are recommended to create attractive semi-public spaces.

a. **Stairs** - All stairs should be boxed and framed by attractive stepped bulkheads walls or balustrade railings. Bullnose treads are recommended. Open or “floating” exterior stairs should not be used.

b. **Open porches** - should have attractive bulkheads or balustrade railings and a roof that complements the pitch and materials of the main roof.

3. **Ornamental Lighting** - for porches and walks to add attractiveness, safety, and security.

4. **Freestanding Landscape Elements** - such as trellises, arbors, and special landscape materials that add character to yard spaces and/or accent the entry sequence.

5. **Pedestrian Access to Subsurface Parking Garages** - should be provided along the building frontages to increase streetside pedestrian activity. Accessways could link directly to the main entrance stoop/porch, or be provided in a separate location. In either case, they should be designed as a prominent, visible element in the overall facade composition.

C. WINDOWS

1. **Composition** - All windows within a building, large or small, should be related in oper-

ating type, proportions, and trim. Other unifying elements should be used, such as common sill or header lines.

2. **Openings and Frames** - Built-up sills and trim should be used to create surface relief and texture.

3. **Window Inset** - Glass should be inset a minimum of three (3) inches from the exterior wall surface to add relief to the wall surface; this is especially important for stucco buildings.

4. **Special Windows** - such as bays and dormers should be used to add interest and a domestic expression to the facade.

D. OUTBUILDINGS

1. **General** - Outbuildings of all types should have architectural treatments derived from the main building: surface materi-



Built-up sills and trim should be used to create surface relief and texture.

als, trim, fenestration, roof materials, and colors.

2. **Freestanding Garages** - should be unobtrusive, preferably located at the rear of properties to minimize visual impact.
 3. **Single-Car Garage Doors** - are strongly recommended, with windows, surface panels, trim, and other forms of architectural detailing to reduce their impact and scale.
 4. **Built-in Garages** - should blend with the form of the residence.
- E. **RECOMMENDED PLANT MATERIALS**
- See "Site Improvements, Furnishings, and Landscaping."

CORRIDOR RENOVATION AREAS

Description. *Corridor Renovation Areas* are located along East Main Street and Figueroa Street, two highly-visible links to the Downtown Core. *Corridor Renovation Area* is also designated for the block bounded by Thompson Boulevard on the north, Kalorama Street on the east, Front Street on the south, and Ash Street on the West, and for the Ash Street frontage between Main Street and Thompson Boulevard.

Today, East Main Street is a hodge-podge of attractive older homes and insensitively-designed, lower value office and apartment buildings. Figueroa is planned as a major pedestrian connection between the Ocean-front and Ventura County Fairgrounds to Mission San Buenaventura and the Downtown Core. A number of renovated and new period-style Victorian structures accommodating professional services businesses have been constructed there in recent years. The block designated south of Thompson Boulevard contains a number of attractive older residential structures. However, the block is isolated from neighborhood areas and surrounded by a mix of lodging, commercial, and light industrial land uses. It is difficult for residential properties to hold value under such conditions, yet it is important to the overall character of the Downtown Area that the residential scale of this area be retained. Ash Street borders the *Downtown Core* and contains a similar mix of uses.

Though existing conditions in the *Corridor* areas differ, the standards and guidelines

promote "renovation" in the sense that they require the traditional forms of the development that exist(ed) along these streets: large, freestanding residences, generally Victorian in style. Multi-unit residential and non-retail commercial development will both reflect the same general approach to building design, setbacks, and other physical characteristics.

Standards and guidelines for *Downtown Residential Areas* shall apply to *Corridor Renovation Areas* unless superseded by those below. Standards and guidelines that relate specifically to residential *use* rather than residential *form*, such as open space requirements, shall not apply to commercial development.

DEVELOPMENT STANDARDS

I. Land Use

A. PERMITTED USES

1. **Personal Services** - hair and nail salons, shoe repair, laundromats, dry cleaners, and similar businesses.
2. **Business Services** - those that are storefront businesses that generate foot traffic, such as photocopy shops, photofinishers, video rental & sales, travel agencies, appliance repair, print shops, insurance agencies, or real estate agencies.
3. **Business and Professional Offices** - including banks and financial institutions.



New development shall support the existing pattern of freestanding, residentially-scaled buildings.

4. **Medical and Dental Offices.**
5. **Other Business or Service Establishments** - if determined by the City to be of the same general character as those uses listed herein and above.
6. **Multi-Unit Residential** - maximum density of fifty-four (54) units per acre.
7. **Lodging.**
8. **Recycling Services: Consumer Recycling Collection Points** - As defined by Section 15.115.470 of the San Buenaventura Zoning Ordinance.

B. CONDITIONAL USES

1. **Clubs and Lodges.**
2. **Other Business or Service Establishments** - if determined by the City to be either of the same gen-

eral character as, or supportive of, those listed herein and above.

II. Building Setbacks

A. FRONT SETBACK AND FRONTAGE - All buildings shall face public streets.

1. **Setback Requirement** - A curb-side planting strip five (5) feet wide, a sidewalk ten (10) feet wide, and a low ornamental fence or low wall located up to two (2) feet from the back of walk shall be provided as part of all new development (see Site Improvements guidelines for street tree, wall, and fence requirements). A public easement shall be established along the area between the existing street right-of-way and the back of walk. Buildings shall be set back a minimum of fifteen (15) feet from the back of walk.
 - a. **Exception** - a sidewalk seven (7) feet wide shall be provided for new development along Figueroa Street. All other requirements apply.
2. **Frontage Requirement** - Maximum building frontage (i.e. building width) shall be fifty (50) feet to support the existing pattern of freestanding, residentially-scaled buildings.

B. SIDE SETBACKS

1. **Minimum** - from side property line shall be ten (10) feet; from adjacent building on the same parcel shall be twenty (20) feet.

III. Parking

A. REQUIREMENTS - are listed below. Requirements for renovation, enlargements or use changes apply only to net new floor area and/or the incremental increase in parking demand that accompanies a higher intensity use.

1. *Personal Services*: 1 space per 333 square feet (3/1000 s.f.).
2. *Business Services*: 1 space per 333 square feet (3/1000 s.f.).
3. *Business and Professional Offices*: 1 space per 333 square feet (3/1000 s.f.).
4. *Medical and Dental Offices*: 1 space per 200 square feet (5/1000 s.f.).
5. *Clubs and Lodges*: 1 space per 50 square feet used for assembly purposes.
6. *Multi-Unit Residences*: 1.5 spaces per 1-bedroom unit; 1.75 spaces per 2-bedroom unit; 2.25 spaces per 3-plus bedroom unit.
7. *Other Uses*: As per the Zoning Code.

B. SHARED PARKING - is recommended for commercial uses to maximize effi-

ciency and minimize curb cuts along the frontage.

1. **Parking Overlay Zone** - Where the Corridor Renovation boundaries are coterminous with the Downtown Parking Overlay Zone, Chapters 15.445 and 15.810 of the Zoning Ordinance shall apply.

IV. Variances

Deviation from any of the development standards contained in Section II, Building Height and Setbacks, and Section III, Site Development and Parking, may be allowed subject to the Variance Procedure requirements of Chapter 15.835 of the Zoning Ordinance.

V. Non-Conforming Buildings and Uses

To accommodate viable, non-conforming existing structures, the requirement to bring buildings or other structures into conformance with current regulations upon greater than 50% damage or destruction as set forth in Section 15.665.030 of the Ordinance Code shall not apply within this Planning Area, provided that any such damaged, destroyed, or partially destroyed non-conforming buildings or other structures are repaired or replaced to no more than their original size; i.e., no additional floor area shall be added. In addition, the six-month time limit regarding periods of discontinuance of a non-conforming use

per Section 15.665.640 shall not apply within this Planning Area. All other provisions of Chapter 15.665, Non-conformity Regulations, of the San Buenaventura Ordinance Code shall continue to apply within this Planning Area.

VI. Base Zone

The MXD Mixed-Use Zone is deemed to be the base zone for the *Corridor Renovation* Planning Area. In addition to being required to comply with the Development Standards set forth in this Chapter, all projects and other uses in the *Corridor Renovation* Planning Area shall comply with the provisions of Chapter 15.244 of the Zoning Ordinance, provided that the lists of permitted use types in Section 15.244.020 and conditionally permitted use types in Section 15.244.030 shall not apply, and, further provided that, in any other instance where the provisions of this Chapter conflict with particular provisions of Chapter 15.244, the provisions of this Chapter shall override any provision in Chapter 15.244 to the contrary.

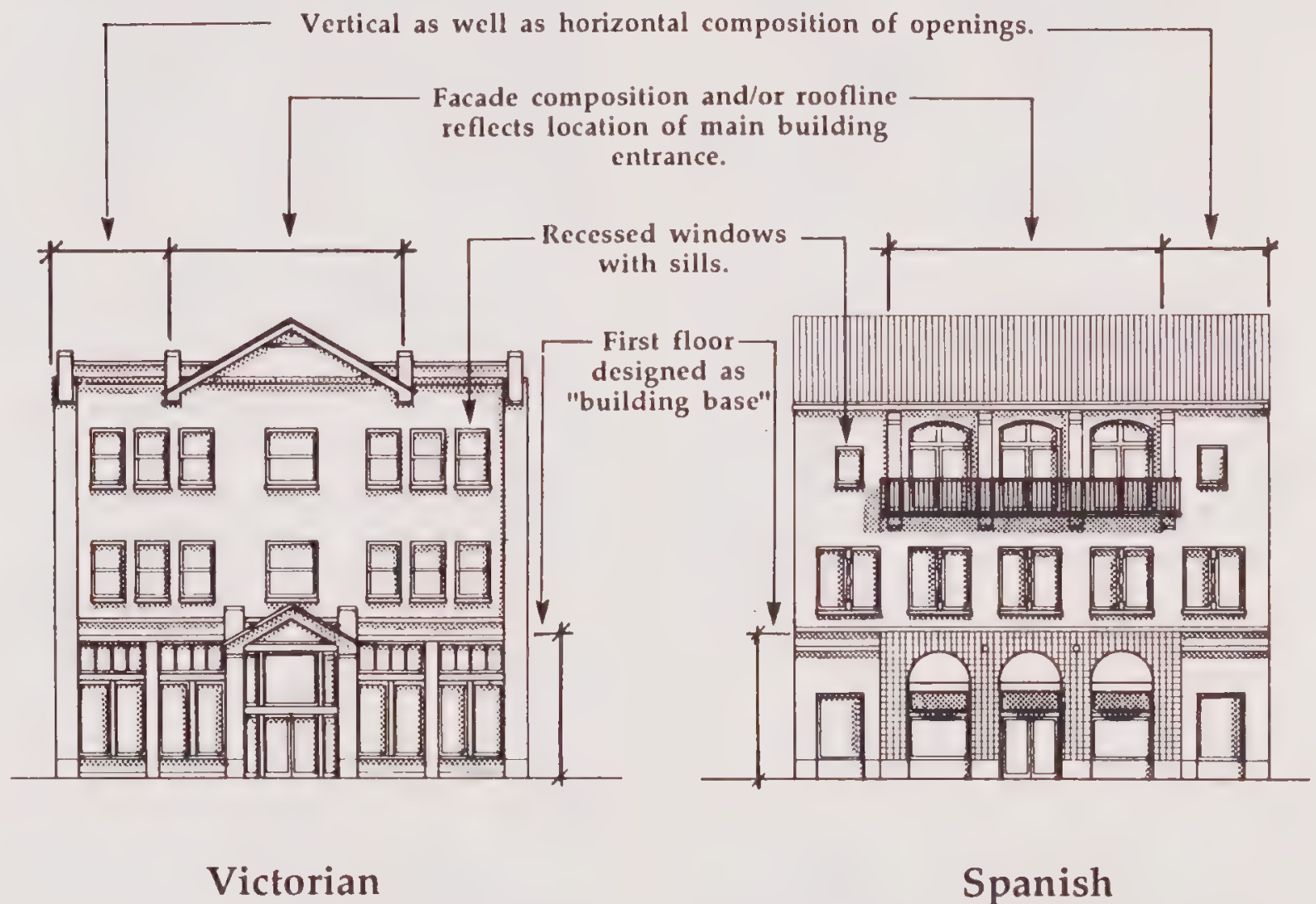
ARCHITECTURAL STYLE

Downtown has five predominant building styles, or stylistic “families”: Spanish, Victorian, Craftsman, Beaux Arts, and Art Deco. Some districts exhibit a relatively high degree of stylistic uniformity, such as the West Side Neighborhood’s predominantly Spanish style buildings. Others have an attractive mix of these styles. In the Downtown Core, for example, contiguous buildings and the detail and articulation of storefronts and facades establish the character of the district. Styles vary from building to building and accent, rather than define, district character. A variety of styles is also found in the single-family buildings of the East Side Neighborhood, yet the overall form of the district is harmonious due to consistency in terms of building orientation, setbacks, and heights.

In keeping with Downtown’s variety, standards and guidelines for the three Downtown Planning Areas do not dictate architectural style. They address architectural design requirements on a number of broader levels, with the objective of establishing a “matrix” of components that will allow Downtown projects to develop over time while retaining a familiar scale and character. Downtown Ventura currently has a variety of architectural styles that contribute to the urban character that is the basis of its district’s charm. This quality transcends a *single* architectural style.

Downtown’s *existing mix* of architecture styles should be supported, however, by new buildings and renovation projects. Public buildings, for example, could be in

Design Guidelines & Architectural Style



any of the five predominant styles, provided they project a “civic landmark” appearance. The guidelines for Architectural Style contained in this section focus on promoting the general characteristics of Downtown Ventura’s five predominant styles.

They have only two major subcategories, addressing: a) how a building style should be determined for a particular site location,

and b) the basic features of Downtown’s existing building styles.

For additional information on architectural styles refer to the following commercial publications:

A Guide to Architecture in Los Angeles and Southern California. Gebhard, David and Winter, Robert; Santa Barbara: Pere-

grine Smith, Inc., 1977. (see “Ventura” pp. 513 - 520)

Architecture in Los Angeles: A Compleat Guide. Gebhard, David and Winter, Robert; Santa Barbara: Peregrine Smith, Inc., 1985.

The Buildings of Main Street: A Guide to American Commercial Architecture. Longstreth, Richard W.; Washington, D.C.: The Preservation Press, 1987.

Courtyard Housing in L.A. Polyzoides, Stefanos et al; New York: Princeton Architectural Press, 1991.

Rehab Right. Prentice, Helaine K. et al; Berkeley, CA: Ten Speed Press, 1986.

What Style Is It? A Guide to American Architecture. Poppeliers, John C. et al; Washington D.C.: The Preservation Press, 1983.

DESIGN GUIDELINES

I. Style and Location

New and renovated buildings should reinforce the overall stylistic characteristics of buildings in the vicinity of the site. Approaches preferred, from most preferred to least preferred, are as follows.

- A. **The Predominant Existing Style in the Vicinity** - along street frontage(s) within two hundred (200) feet of the property in question, or;
- B. **One of the Existing Styles in the Vicinity** - along street frontage(s) within two hundred (200) feet of the property in question, or;

- C. **One of the Predominant Existing Styles in the City** - Victorian, Spanish, or Craftsman in Residential Areas, and Spanish, Beaux Arts, and Moderne/Deco in the Downtown Core, or;
- D. **Styles That Do Not Predominate in Ventura** - provided they reflect all applicable Planning Area standards and guidelines and are compatible in form and quality of detailing with buildings in the vicinity.

II. Elements of Style

The descriptions that follow outline basic formal characteristics that should be reflected in buildings representing one of the five predominant Downtown Ventura style categories: Victorian, Craftsman, Spanish, Beaux Arts, Art Deco.

- A. **VICTORIAN** - Includes or can contain elements of Italianate, Eastlake, Queen Anne, and Classical Revival styles.

1. Massing and Facade Composition:

- a. The basic building volume is a tall box, modulated with building wings, window bays and/or other protruding masses.
- b. Ground floors of buildings are elevated two to four feet above a crawlspace.
- c. Front porches framed by ornamental columns are typical; stairs are flanked by low bulkhead walls or balustraded railings.

- d. Window bays are formed from room volumes; front bays have larger windows to display “public rooms” (e.g. living and sitting rooms).
 - e. Private rooms (bedrooms and bathrooms) have smaller windows.
 - f. Windows (individual or ganged) are symmetrically located within bays, and/or align with bays and doors above and below.
 - g. Windows and/or panes have vertical proportions (i.e. height is greater than width).
 - h. Window types are double-hung, or full-pane picture windows with small panes bordering one or more edges.
 - i. Windows have profile trim and a protruding sill.
 - j. Siding material and surface ornamentation is provided on all sides, though most pronounced on the front.
- ### 2. Roofs:
- a. Gable, hip and flat roofs are used. A prominent central gable is most common.
 - (i) Sloped roofs overhang, with decorative brackets and cornices. Other elements, such as barge boards, friezes, and exposed rafters are also common.

Front porches framed by ornamental columns are characteristic of the "Victorian" style



(ii) Flat-roofed buildings typically have a large, built-up ornamental cornice and, on the front of the building, a parapet; this is most common on larger buildings.

- b. Roof slopes are moderate to steep (steeper than Spanish buildings).
- c. Dormers, turrets, "eyebrows," and other special roof features are common.

3. Materials and Colors:

- a. Painted wood siding (clapboard or shingle, not plywood).
- b. Contrasting painted trim (door and window frames, lintels, cornices, balustrades, lathwork).
- c. Roofs are wood, slate, asphalt or composition shingles. Colors are medium to dark in tone.

4. Ornament:

- a. Exposed woodwork is shaped (turned, carved, coved, or milled; not standard-sized lumber), including sills, cornices, posts, railings, stair treads, and brackets.
- b. Ornamental lighting fixtures and other appurtenances are in a similar style.

5. Site Treatment:

- a. Dark iron or white painted wood picket fences and gates are located at or near the parcel front and side boundaries.
- b. Front lawns are often elevated above the sidewalk by two or three steps.

B. CRAFTSMAN - Includes or can contain elements of Craftsman Bungalow, Brown Shingle, and California Bungalow styles.



"Victorian" windows should have profile trim and vertical proportions.



A prominent porch/front entry under a small roof gable is a typical feature of "Craftsman" Bungalows



Turrets, "eyebrows," and other special features are common with Victorian architecture.



1. Massing and Facade Composition:

- a. The building volume is usually a simple, low, horizontally-oriented box.
- b. Ground floors of buildings are elevated two to four feet above a crawlspace.
- c. A prominent porch/front entry is created under a small roof gable, off-center on the front facade. The porch is flanked by large box columns, and projects from the building mass. The front door is recessed into the building mass.
- d. Living rooms face the street and have a large picture window. Small ornamental panes are sometimes used across the top and/or sides of the picture window.
- e. Window types are double-hung, or full pane picture windows with small panes bordering one or more edges.

2. Roofs:

- a. A large central gable covers most of the building volume.
- b. Roof slopes are shallow.
- c. The porch gable is the same slope as that of the major roof, often extended off a slope of the major roof.

3. Materials:

- a. Walls are shingle, clapboard, board and batten, or stucco; wood siding is often stained.
- b. Building bases, chimneys, and garden walls are often brick, clinker brick, or river boulders.
- c. Roofs are of asphalt or composition roof shingles; clay or cement tile is occasionally used when walls are stucco.



4. Ornament:

- a. Simple wood trim profiles are used. Overhanging rafters are typical, and they are often shaped or carved.

C. SPANISH - Includes or can contain elements of Mission Revival, Spanish Renaissance, Hispanic Pueblo, Monterey, Mediterranean, and Stucco bungalow styles.

1. Massing and Facade Composition:

- a. Buildings are simple, low, box-like masses, often embellished with arcades, colonnades and trellises. Symmetrical or near symmetrical facade compositions are common.
- b. Surfaces, wall openings, and ornamental features convey a sense of solidity and wall thickness.
- c. Openings comprise less than 50% of the wall surface; doorways are recessed.



Typical elements in various "Spanish" styles include semicircular arched openings, regularly spaced windows, tiled pitched roofs and wrought iron features.

- d. Windows are “punched” in the wall surface, recessed six inches or more.
- e. Arched window and door openings have a full semicircular arched shape.
- f. Windows are regularly spaced, or ganged in regularly-spaced groupings.
- g. Windows typically have vertical proportions (greater in height than width).
- h. Window operating types are casement or fixed show windows.
- i. Large windows are multi-paned or paneled.
- j. Buildings, arcades and walls are used to enclose formal courtyard and passage spaces.
- k. Columns used to define arcades or passages are plastered (24” or greater in width) or heavy timber.

2. Roofs:

- a. Roof pitches range from shallow (3:12) to moderate (7:12).
- b. Roofs are simple gable or hip type. Shed roofs are used when attached to a larger volume.
- c. Chimneys are stucco with ornamental brick and tile at the cap.
- d. Roofs extend over courtyards to enclose arcades.

3. Materials and Colors:

- a. Smooth textured stucco walls are common, and white or light in color.
- b. Roofs and cornices are red or brown clay tile. Mission Barrel “C” and Mission “S” types are appropriate.
- c. Heavy timber beams and columns are rough-sawn or sand-blasted and dark-stained.
- d. Ceramic and other ornamental tile accents are used to accent doors, windows, and wall surfaces.
- e. Window and door trim colors contrast wall surfaces.
- f. Glazed and unglazed ceramic tile are used as a base or accent material.
- g. Dark, wrought iron balcony railings, grillework, hardware, light fixtures and building numbers are common.
- h. Dark-stained wood is used for trellises, balconies, shutters, doors, and other details. Painted stencil patterns are applied for decorative effect.

4. Site Treatment:

- a. Typical pavings are large square ceramic or concrete tile units.
- b. Stucco and concrete garden walls with wood or iron gates are located at or near the parcel boundaries.

cated at or near the parcel boundaries.

D. BEAUX ARTS – for Downtown buildings when a formal character is desired.

1. Massing and Facade Composition:

- a. Buildings have simple box-like masses. Grand, symmetrical front facade compositions are common; prominent cornices,



The “Beaux Arts” style is appropriate for Downtown buildings when a formal character is desired.

pilasters and columns are also common.

- b. Buildings are sited adjacent to sidewalks in the Downtown Core to create a street wall.
- c. Outside the Core, buildings set back from the street remain parallel. Front entrances address the street directly.
- d. Major public entrance(s) are prominent facade elements. They are emphasized with additional height, for example as part of a tower, or are emphasized with additional volume, as in use of a colonnaded portico.
- e. The main entrance door and opening is ornately designed and highly ornamented.
- f. Windows are regularly spaced, or “ganged” in groups.
- g. Windows typically have vertical proportions (greater in height than width).
- h. Window openings are trimmed with protruding header, jamb, and sill pieces, adding to the wall texture.
- i. Large windows are multi-paned.

2. Roofs:

- a. Roofs are sloped (gable or hip) or flat, with a strong continuous ornamental cornice or parapet.

- b. Sloping roof pitches range from very shallow (1:12) to moderate (7:12).

3. Materials and Colors:

- a. Stone, cast stone, precast concrete, or stucco facings are common.
- b. Building bases appear heavier as the result of material changes and/or textural treatments, such as rustication.
- c. Trim (door and window trim, cornices, pilasters, string courses) are stone, cast stone, precast concrete, or stucco. Trim molding profiles have classically stepped and rounded profiles.
- d. Sloping roofs are seamed metal, red or brown tile, or cement tile.

4. Ornament:

- a. Ornamental metal or wrought iron balconies, railings, grillework, ornamental light fixtures, hardware, signs, and building numbers are common.
- b. Decorative stone (marble and granite) is used ornamentally for wall panels and other special elements.

5. Site Treatment:

- a. Landscape designs are symmetrical and/or formal in appearance.

- E. ART DECO/MODERNE - Art Deco or Moderne Buildings shall be individual-

ly reviewed for compatibility with adjacent and nearby buildings on the basis of height and architectural scale, spacing of openings and entrances, inclusion of pedestrian-scaled elements, materials, textures, and colors.

SITE IMPROVEMENTS, FURNISHINGS, AND LANDSCAPING

The following Design Guidelines apply to all Downtown Planning Areas.

A. **PUBLICLY-ACCESSIBLE OPEN SPACE** - should be provided as part of all new commercial and multi-unit residential development; e.g. pedestrian spaces, arcades, malls, courtyards, etc.

1. **Spatial Definition** - Spaces should be defined by buildings or landscape elements on a minimum of two sides.
2. **Linkage** - Spaces should be publicly accessible during daylight hours and linked to adjacent streets and sidewalks.
3. **Sequence** - Gateways, trellises, special lighting, planting, etc., should be used to create a sequence for pedestrians; for example, an ornamental gate at the sidewalk, a passage lined with columns, and arrival at a courtyard.

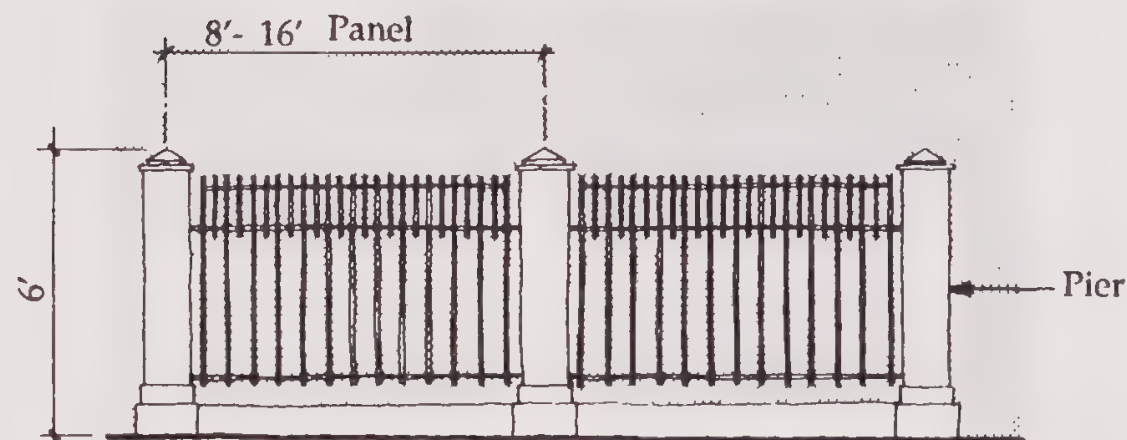
B. **WALLS, FENCES, AND PIERS** - should be used to define public and private boundaries and spaces.

1. **Design** - Walls, fences, and piers should be designed to be compatible with the character of the principal building(s).
 - a. **Walls and fences should be open and/or low along street front-**

Wall and Fence Composition



LOW WALL



SCREEN FENCE

ages - to maintain both a public character and sight distance for driveways where they occur.

- b. **Fence and wall panels** - should be divided into regular modules that reflect the module of the principal building.
- c. **Thick and thin elements** - should be used, with thicker pieces for supports and panel divisions. Fenceposts and support col-

umns should be emphasized and/or built-up.

- d. **Walls** - should have a base and coping. (See Wall and Fence Composition diagram.)
2. **Materials** - should be compatible with the principal building. Post or pier materials may differ from fence materials, such as metal fences with masonry piers.

- a. **Fences** - Wrought iron, cast iron, and welded steel ornamental fences; wood picket fences of substantial design. Metal fences also may be mounted on a low masonry wall, and/or spanning masonry piers. Wooden fences in non-residential areas should be painted, preferably a light color.
 - b. **Walls** - recommended are brick, stone, concrete, precast concrete, and stucco-faced concrete or concrete block.
 - c. **Piers** - For spatial separation, a line of piers is acceptable. A continuous chain suspended between piers can be an effective and attractive device for creating a separation.
 - (i) spacing: no more than eight (8) feet on center.
 - (ii) thickness: at least eighteen (18) inches per side or diameter.
 - (iii) height: at least three (3) feet, no more than six (6) feet.
 - (iv) materials: should be the same as or complementary to the principal building.
3. **Not Recommended:**
 - a. **Chain link fences** - If used, chain link should be coated with nylon, preferably of a dark color. Chain link fences can be made more attractive by using masonry or heavy wood posts.
 - b. **Unfinished or unsurfaced concrete block walls** - should not be used; block walls should be coated with stucco or a similar surface.
 - c. **Rustic wood fences** - should not be used.
 - d. **Barbed wire/plaza wire** - should not be used.
- C. **PAVING MATERIALS** - recommended for pedestrian surfaces are listed below. In general, a maximum of two materials should be combined in a particular application:
 1. **Stone** - such as slate or granite.
 2. **Brick Pavers.**
 3. **Concrete Unit Pavers.**
 4. **Poured-in-Place Concrete** - with any of the following treatments: integral pigment color, special aggregate, special scoring pattern, ornamental insets such as tile, pattern-stamped. All concrete walks should be tinted to reduce glare.
 5. **Not Recommended** - asphalt, with the exception of bike paths.
 - D. **FURNISHINGS, ART WORK, AND SPECIAL FEATURES** - are recommended for public and/or common outdoor spaces.
 1. **Permanent Outdoor Seating** – is recommended in all publicly-accessible ways and spaces. Seating should be either:
 - a. **Incorporated** – as part of the design of the building base, or;
 - b. **Custom designed** – in a style related to the architecture of the building (permanent benches of stone, brick or precast concrete), or;
 - c. **Catalog items** – of substantial materials appropriate for the center of the City; e.g. steel or cast iron, precast concrete, or substantial wood.
 2. **Portable Seating** – movable chairs, tables for cafes and other furniture should be of substantial materials; preferably metal or wood rather than plastic. Tables used for outdoor dining within the public right-of-way (i.e. in sidewalk areas) shall be a maximum of three (3) feet in diameter if round and three (3) feet along the longest side if rectilinear.
 3. **Street Clocks, Directory Kiosks, and Permanent Freestanding Showcase Displays** - are encouraged for commercial buildings, subject to City review for adequate clearances, safety, and design. Designs should reflect the architecture of the sponsoring building or storefront.
 4. **Fountains** - are recommended in open courtyard and passage spaces to provide relief in hot weather. The design and materi-

als should be related to the principal building.

5. **Public Art** - such as sculpture, wall murals and other paintings, lighting displays and special public open spaces are encouraged, subject to City review.
 - a. **Location** - of public art should be in highly visible places specifically designed or modified for the purpose of accommodating it; public art should not be located in semi-private areas such as the rear of buildings or in courtyards.
 - b. **Symbolic content** - of public art should relate to and represent the rich history of Downtown Ventura where appropriate; abstract as well as literal representative elements are appropriate.
 - c. **Murals** - should reflect the color and architectural composition of the buildings on which they are painted, and, to the extent appropriate, that of neighboring buildings. Murals are strongly recommended for exposed fire walls and other windowless wall areas that extend two or more floors above neighboring buildings. *Trompe l'oeil* (i.e., "three-dimensional" architectural painting) applications are recommended to extend the architectural composition of the rest of the building.

6. **Surface Parking Lots Should Include Space-Defining Elements** – such as arcades, trellises, columns, light standards, walls and railings, stairs and ramps, trees, climbing vines, arbors, and hedges to provide visual interest; use of these elements should be consistent with the principal building and other site features.

- E. **PLANT MATERIALS AND LANDSCAPING** - should contribute to a comfortable, yet urban, downtown environment. The City of Ventura "City Tree Master Plan" should be referred to in addition to the guidelines listed below. Drought-tolerant plant materials should be used as appropriate.

1. **Plant Materials Along Street Frontages** - should contribute to a harmonious, civic character.
 - a. **Street trees** - shall be planted along all streets at a spacing of approximately twenty-five (25) feet on center to create a buffer between pedestrians and automobiles. Consistency in tree species, tree size, and spacing should be used to establish a strong street identity.
 - b. **Trees with open branching structures** - should be used. Deciduous trees are recommended to create shade in summer and allow sun in winter.
 - c. **Curbside planting strips** - shall be drought-tolerant grasses or

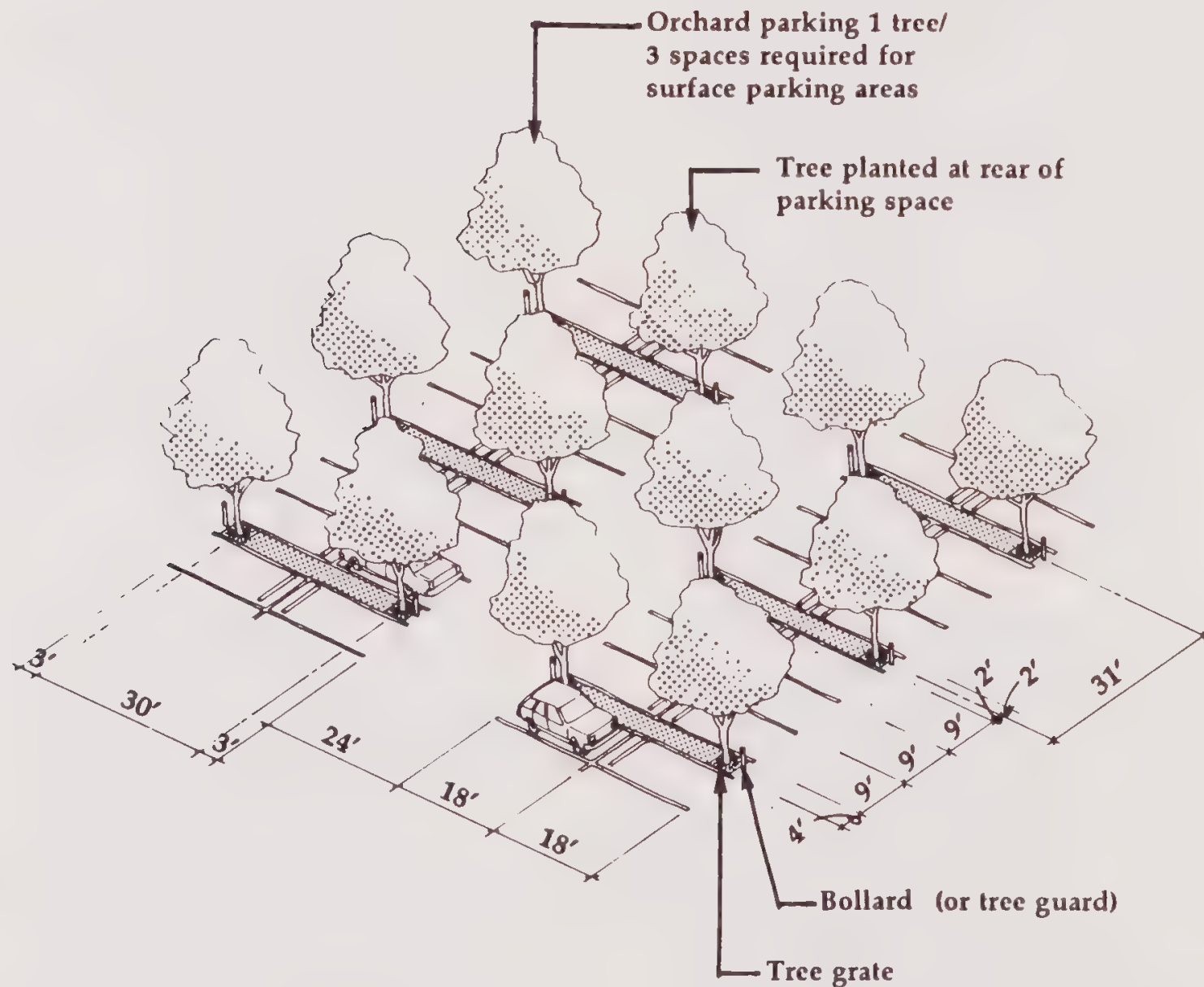
low-growing groundcover; materials that might cause pedestrians to trip shall not be used.

- d. **Streetside planting areas** - should have a simple palette of plant species. Drought-tolerant and/or native plants should be used. Common non-native species such as Juniper, Oleander, and Eucalyptus should not be used.
- e. **Plant materials that exhibit annual or seasonal color** - are recommended to highlight special locations; e.g. flanking main building entries and driveways.

2. **"Orchard Parking"** - shall be employed in all surface parking lots. It provides more trees than typical parking lot landscape approaches without the need for islands between parking bays. The "orchard" tree placement provides better shade on the passenger compartment and more even shade and vegetation throughout the parking area. As illustrated by the diagram on the following page, trees shall be planted toward the rear of parking stalls to create a grid of trees rather than isolated rows of trees. Shade trees should be planted between every three (3) parking spaces; at a minimum, trees must be planted between every five (5) spaces.

Tree species employed shall not drop significant amounts of de-

Orchard Planting*



*Parking lots may contain 90 degree and/or angle stalls; aisle and stall dimensions are for reference only.

bris, sap or other materials. Threes shall be round-headed, easy to limb up, and able to thrive in urban conditions.

3. **Plant Materials in Other Locations** - should be selected and placed to reflect both ornamental and functional characteristics.
 - a. **Deciduous trees** - should be the predominant large plant material used. They should be located adjacent to buildings and within parking areas to provide shade in summer and allow sun in winter. Species should be selected to be drought-tolerant, provide fall color and minimize litter and other maintenance problems.
 - b. **Evergreen shrubs and trees** - should be used as a screening device, for example, along rear property lines, around mechanical appurtenances, and to obscure grillwork and fencing associated with subsurface parking garages.
 - c. **Flowering shrubs and trees** - should be used where they can be most appreciated: adjacent to walks and recreational areas, or framing building entries, stairs, and walks.
 - d. **Plants with annual or seasonal color** are recommended to highlight special locations, such as courtyards, building entrances, or access drives.

- e. **Decorative vines** - should be considered for use along fences, property boundaries, perimeter walls, and on blank building elevations.
 - f. **Palm trees** - should be used sparingly. The Specific Plan identifies palms as the trees to be used to establish Figueroa, California, and Ash Streets as symbolic connections to the Oceanfront. Palms planted in other locations should be singular or in tight groupings so as not to compete with the visual importance of these streets.
 - g. **Drought-tolerant** - and/or native plants should generally be used. Common non-native species such as Juniper, Oleander, and Eucalyptus should not be used.
4. **Mounding Earth** – Freestanding earth berms and/or earth berms against buildings are a suburban landscape approach that are not appropriate in the Downtown Planning Areas.

SIGNS

Signs must be more than a way to relay information. They must enhance and extend the architectural character of buildings. The objective of the standards and guidelines in this section is not uniformity, but elimination of those elements that result in a cluttered and unattractive physical environment. They provide basic parameters for creative signs that may be as varied and different as the businesses they represent.

I. Downtown Core & Corridor Renovation Area Signs

DEVELOPMENT STANDARDS

A. PERMITTED SIGN TYPES

- 1. **Flush-Mounted or Painted Wall Signs.**
- 2. **Projecting Signs** – provided:
 - a. **Clearance** - signs are no less than seven feet six inches (7'-6") above the finished grade, and extend no more than four (4) feet out from the wall.
 - b. **Location** - signs are not mounted above the first floor.
- 3. **Awning and Canopy Signs** - Letters and graphics are limited to two surfaces and shall not exceed thirty-three percent (33%) of the total awning/canopy area.
- 4. **Free-Standing Signs** - Pole-mounted and/or other forms of free-standing signs shall generally not be permitted in the

Downtown Core. Exceptions, subject to review, are:

- a. **Directory signs or kiosks** – These may be considered for sidewalk locations. Those for private arcades or buildings should be on private property, located in publicly-accessible courts, accessways, or passages.
- b. **Portable signs** - such as menu boards for restaurants, etc., provided they are stored indoors after hours of operation.

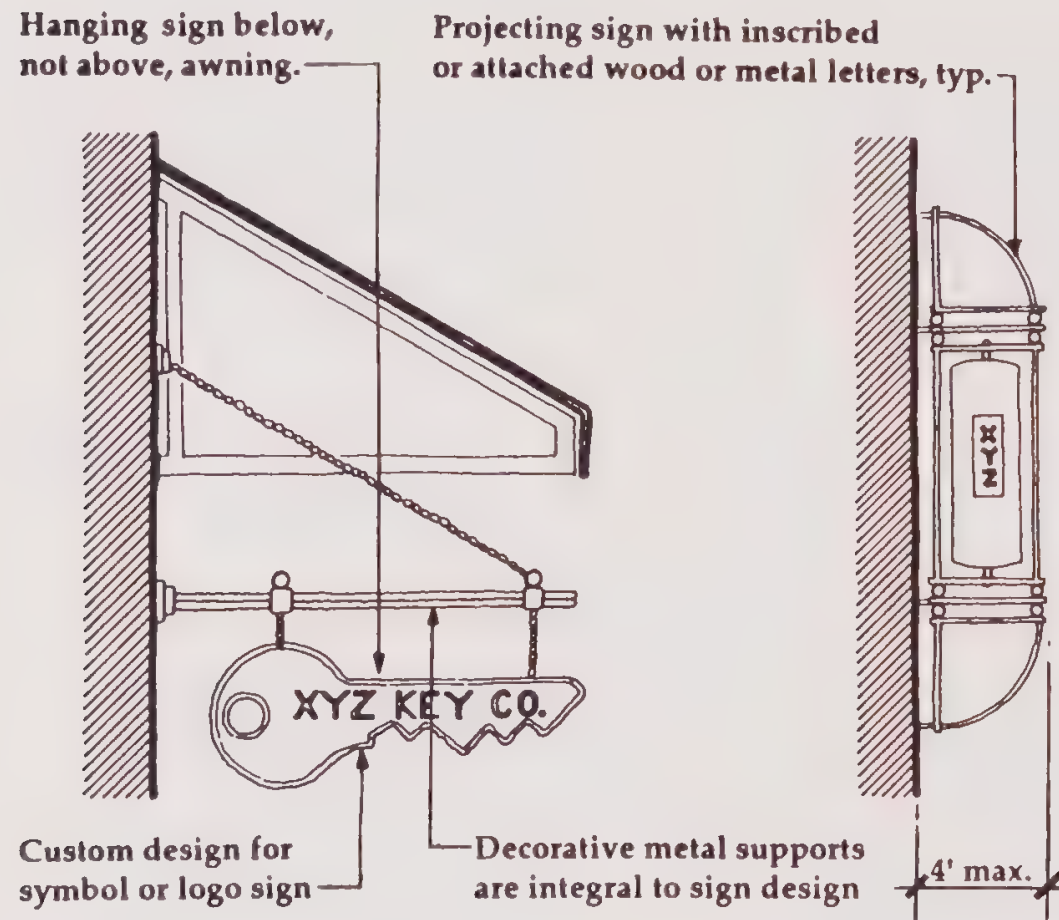
B. SIGN SIZE

- 1. **Building-Mounted Signs** - Maximum area for each permitted sign type or any combination thereof shall be one (1) square foot per one (1) linear foot of tenant street frontage, up to a total of one hundred (100) square feet. In instances where an existing building has the principal entrance on a side facade (e.g. facing a parking area), the side facade may be counted as street frontage in calculating maximum sign area.
- 2. **Free-Standing Signs** – per City review.

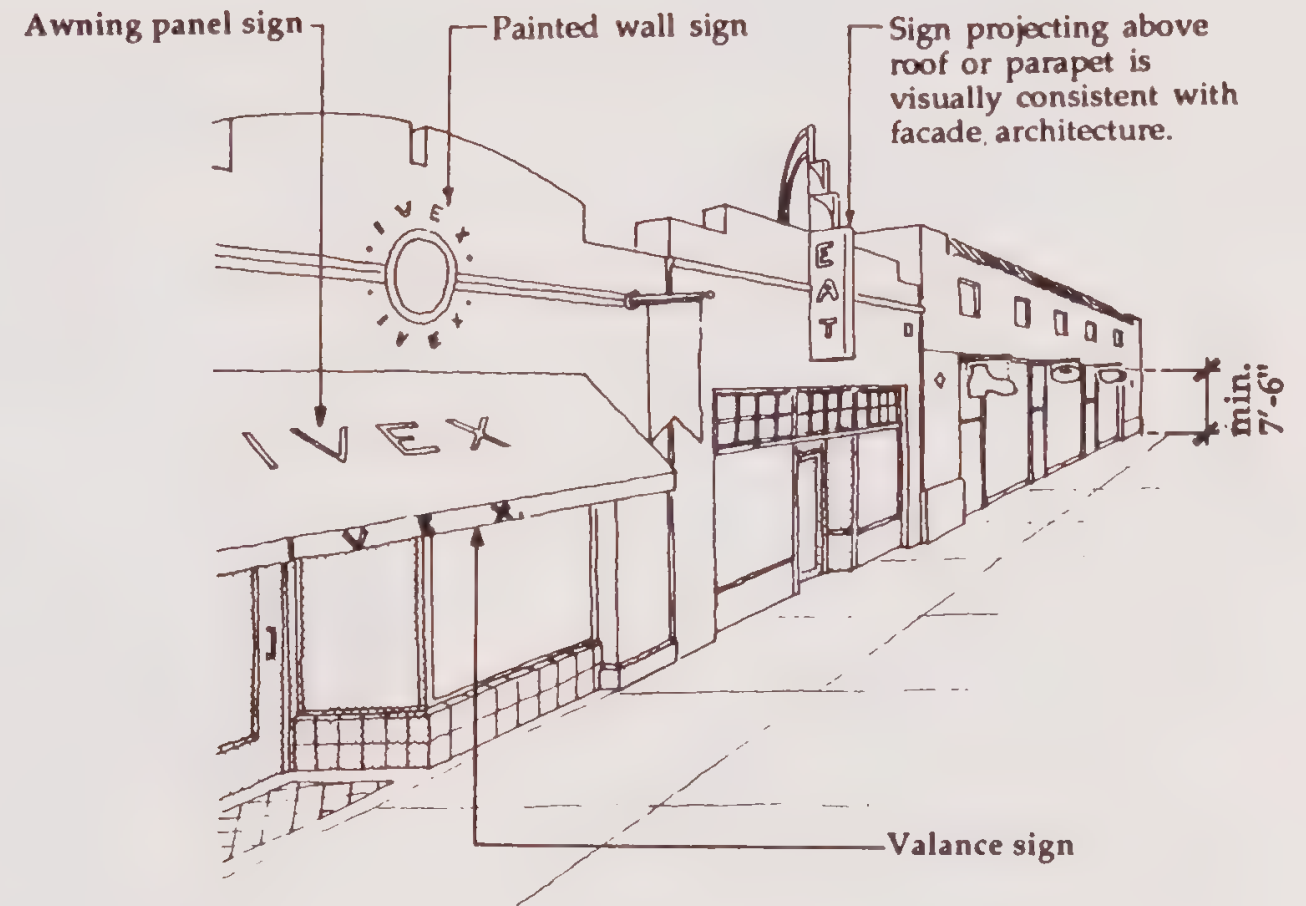
C. EXCEPTIONS

- 1. **Permanent Signs** – shall be limited to:
 - a. **Existing built-in signs** – that are integral to the building design;

Storefront Commercial Signs



PROJECTING SIGNS



TYPICAL VIEW FROM THOROUGHFARE

- b. **Painted window signs** – to a maximum of twenty percent (20%) of the window area;
 - c. **Signs identifying hours of operation** – to a maximum of two (2) square feet.
- D. **SIGN MAINTENANCE** - High levels of maintenance are essential if investment in the Downtown is to be encouraged. Because signs are meant to be seen,

their maintenance is especially important.

1. **Paint** - Signs shall be retained in good condition, with touch-up or repainting as needed. Peeling paint should be replaced promptly.
2. **Repair** - Damaged signs and poles shall be repaired promptly.

3. **Illumination** - Bulbs and fixtures shall be replaced promptly if they burn out or are broken.
4. **Awnings** - Awnings that are damaged and/or faded shall be repaired or replaced promptly.

DESIGN GUIDELINES

- A. **ARCHITECTURAL COMPATIBILITY** - A building's architectural style and over-

all proportions should guide the design of signs. Signs should be located on the facade in areas designed for this function; e.g. a recessed or framed area between the first and second floor; a parapet panel between shopfront and roof-line.

B. SIGN TYPES:

1. Flush-Mounted and Painted

Wall Signs – should align with major architectural elements, such as doors and windows. Ornamental elements, such as moldings, pilasters, arches, clerestory windows, roof eaves, or cornice lines should be used as a frame.

a. **Relationship to cornice or roof line** - Signs should not extend above the cornice line or into or above roof areas, unless they function as an integral part of the roof design. For example:

- (i) A sign board may extend above the cornice line of an otherwise flat-topped building if it is designed as a parapet in keeping with the style of the rest of the building.
- (ii) A sign board may extend above an existing parapet, if it is located to function as an accent to the basic parapet design.

2. Projecting Signs

a. **Proportion** - Projecting signs with vertically-oriented messages should be slender in appearance, with a proportion of at least 2:1, height to width. Projecting signs with horizontally-oriented messages may be rectangular or square in proportion; if located below an awning or canopy as a hanging “blade” sign, they should also be slender, proportioned 2:1 width to height.

b. **Structural support** - should be an attractive addition to the overall design of the sign and/or building. Ornamental metal is recommended. Wooden supports are also appropriate if designed to complement the sign; however, undetailed, standard-size lumber should not be used.



Add variety and clarity to the pedestrian's experience ...



... by adding projecting signs of pleasing proportions located below the cornice line.

- c. **Relationship to cornice or roof line** - Projecting signs should not extend above the cornice line or into the roof area, unless they are an integral part of a completely new facade design or a faithful accent to existing architectural details or forms. Projecting signs should not extend above the eave line of a sloped roof.

3. Awning and Canopy Signs:

- a. **Color** - combinations for awning or canopy signs should be simple. Lettering color and background color should contrast for legibility. Subtle bands of color are appropriate for awnings; more complex patterns or textures should generally not be used.
- b. **Location of message - awnings** - The awning is primarily for shade and secondarily a sign location. Lettering may appear on the sloped or curved portion, but should not dominate; i.e. ancillary information may be located on the valance (front vertical portion).
- c. **Location of message - canopies** - Signs on canopies should be in the form of letters or a signboard integrated with the canopy fascia, or freestanding letters mounted on top and extending above the fascia.

4. Other Sign Types:



Awning lettering may appear on the sloped portion with ancillary information on the valance.

- a. **Figurative signs** - shaped to reflect the silhouette of a particular object (for example, a key, a coffee cup, etc.) are encouraged. These may be wall-mounted or projecting, but should reflect guidelines for the specific type of sign as listed above.
- ### 5. Not Appropriate:
- a. **"Canned" signs** - are internally illuminated plastic panels within a sheet metal box enclosure. They shall not be used. Inexpensive canned signs use a limited range of colors and lettering types, and tend to have no relationship to the architecture of the building.
 - b. **Illuminated "balloon" awning signs** - are more appropriate for "commercial strip areas" and should not be used.

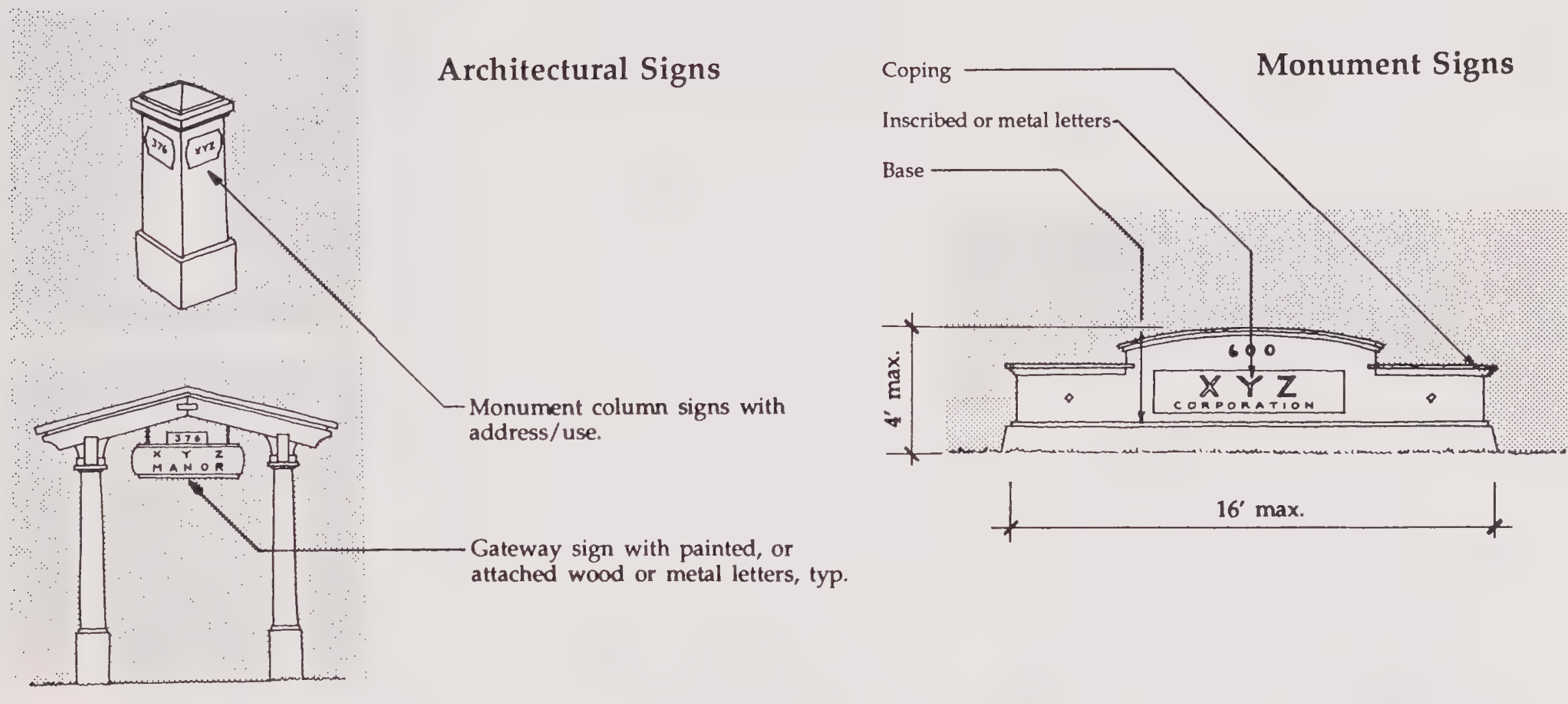
C. MATERIALS - Recommendations are:

1. **Signboards** - of wood or metal, with painted or engraved letters, or mounted letters of wood or metal.
2. **Silhouette or Figurative Signs** - three-dimensional letters, symbols, and/or ornamental figures made of wood or metal.
3. **Custom Neon** - exterior-mounted on a signboard or metal support frame or enclosure, or interior-mounted behind clerestory or display windows.
4. **Fabric Awnings** - such as canvas or nylon, with painted or applied lettering; plastic awnings should not be used.

D. LIGHTING - Recommendations are:

1. **Backlit** - with lighting inside and behind projecting lettering.
2. **Top or Bottom Lit** - with single or multiple spotlights.
3. See **Lighting** - under architectural design guidelines for recommendations on lamp color.

Freestanding Signs



II. Downtown Residential Area Signs

DEVELOPMENT STANDARDS

A. FREE-STANDING SIGNS - are the only signs, with the exception of incised letters on the building facade, permitted for residential development.

1. **Size for Monument Signs** - shall be four (4) feet or less in height

and sixteen (16) feet or less in width.

2. **Taller Signs May Be Permitted** - if attached to walls, trellises, or similar architectural elements, or if they stylistically relate to the architecture of building(s) or other site features.

3. **Monument Column Signs** - As illustrated by the guidelines,

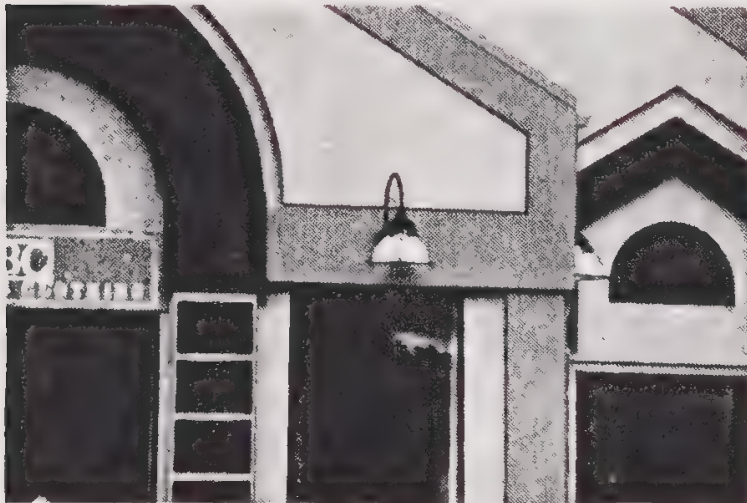
these shall be a maximum of eight (8) feet in height and three (3) feet in width.

LIGHTING DESIGN GUIDELINES

A. AREA LIGHTING - Sources for illuminating sidewalks, passageways, parking, and rear and side yard areas:

1. **Shall be Shielded** - from casting light higher than fifteen (15) degrees below the horizontal plane, as measured from the light source. They shall not cast light directly into adjacent residential windows; a translucent or optical lens diffuser globe or shield is recommended.
2. **Maximum Mounting Height** - of light sources for ground level illumination shall be fourteen (14) feet, measured from the finished grade of the area to be lit.

B. ORNAMENTAL FIXTURES - Fixtures not used as primary area lighting and mounted with visible light sources:



Maximum mounting height of light sources for ground level illumination shall be fourteen feet.

1. **With Clear or No Diffuser** - individual lamp wattage should not exceed 60 watts incandescent, 20 watts fluorescent, or 40 watts high intensity discharge (H.I.D., such as metal halide, high pressure sodium, or mercury vapor lamps).
2. **With Frosted or Optical (fresnel type) Diffuser** - individual lamp wattage may not exceed 100 watts incandescent, 40 watts fluorescent, or 70 watts H.I.D.
3. **Replacement** - fixtures should be readily available.

C. SPECIAL CONDITION: DOWNTOWN CORE AREA - The following recommendations are intended to promote an attractive nighttime pedestrian environment. They apply to lighting installations by either the private or public sector.

1. **Specialized Professional Assistance** - A good lighting design can make both tenant businesses and buildings highly recognizable and attractive by night, and contribute to the distinctiveness of the district as a whole. The services of a lighting designer are highly recommended.



Ornamental fixtures with clear or frosted diffusers are recommended.

2. Lighting Design:

- a. **Use the minimum brightness** - for the illumination of large areas.
 - b. **Use brighter light to punctuate** - and accent important areas such as entries and special architectural features.
3. **Recommended Lamp Color/Types** - color-corrected ("white") high pressure sodium (HPS), color-corrected (3,000 de-

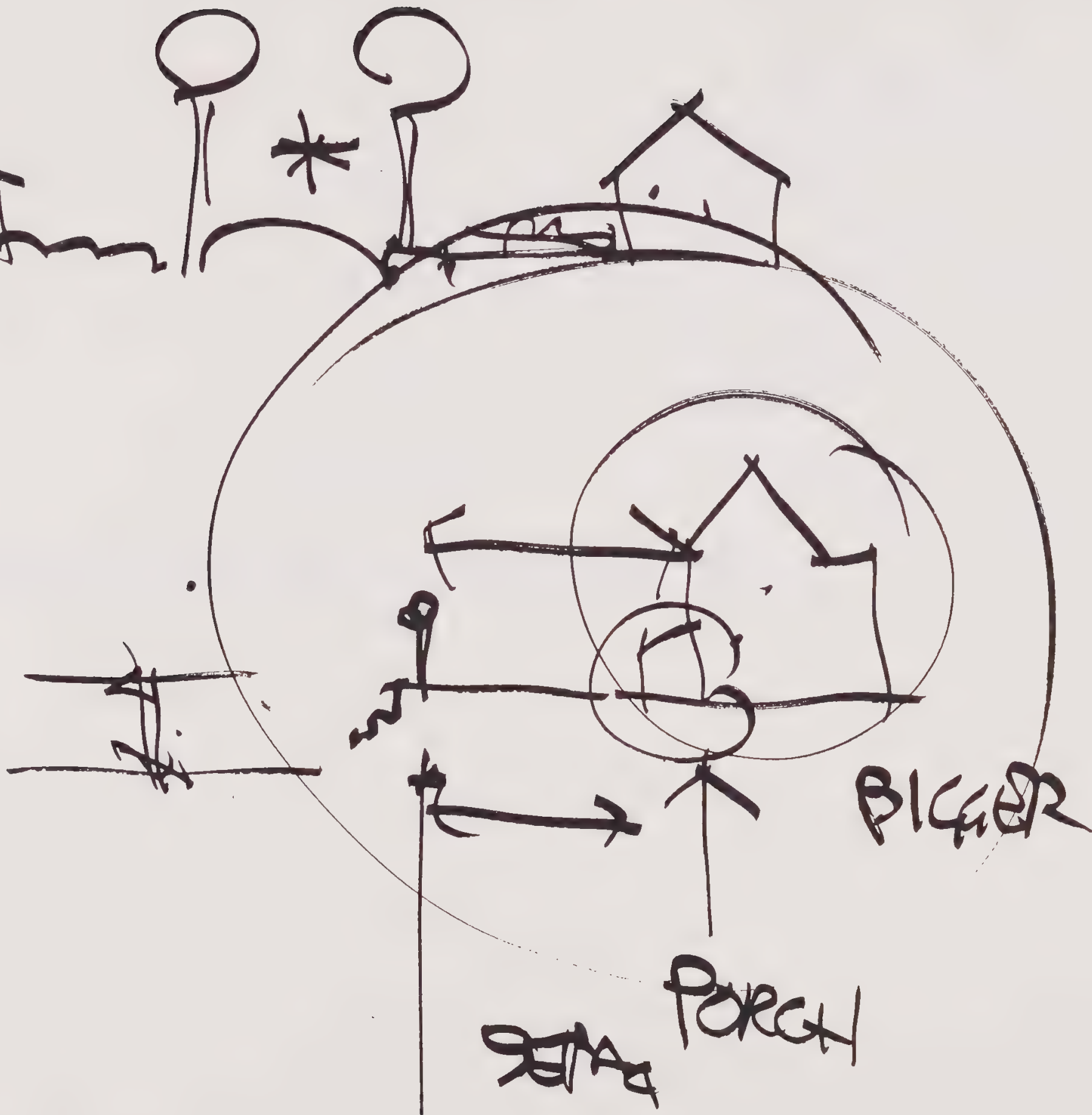
degrees K) metal halide, color-corrected fluorescent (2,700 – 3,000 degrees K), incandescent.

4. **Lamps not Appropriate** - standard ("peach") high pressure sodium, low pressure sodium, standard mercury vapor, cool white fluorescent.
5. **Metalwork** - portions of lighting should be architecturally related to the building architecture. Color and finish of lighting metalwork should harmonize with the building's metalwork, if any.
6. **Recommended Globes** - clear borosilicate glass globes, clear acrylic or polycarbonate globes with optical diffusing (fresnel) patterns, translucent clear (frosted) or white acrylic or polycarbonate globes.
7. **Globe Types not Appropriate** - Clear or tinted, smooth finish acrylic or polycarbonate globes (they tend to show scratches and wear after several years).
8. **City Lighting** - Lamps and fixtures shall adhere to these guidelines.

Appendix A

PUBLIC WORKSHOP COMMENTS

L 20'
A
Bottom
Floor



APPENDIX A: PUBLIC WORKSHOP COMMENTS

Workshop #1 - December 5, 1990

After an introductory presentation of downtown planning and design principles in conjunction with specific issues in Ventura, members of the community were asked to offer their thoughts, observations and concerns with respect to the Downtown Specific Plan. The following ideas were noted and discussed:

Planning Process

- Concerning signage; It's difficult to get through the City approval/permit process.
- What are the boundaries of the Specific Plan? It's the East boundary that is not tied down to a distinct edge.
- Are our views at odds with the Redevelopment Plan? We want to re-evaluate the Redevelopment Plan where needed to fit into the whole picture.
- Where is the NW boundary? To the rear of Von's shopping center. It's a concern from folks up Ventura Avenue that they're always second.
- The question is how is this study different from others? The Comprehensive Plan has identified the need to plan areas. Not just zoning, but other studies will follow.

- Let's look at other downtowns which have been successful.

Economic Issues

- What about using the existing population to support Downtown? This depends on whether we focus on neighborhood service or the specialty stores (or a combination).
- What about the conflict of local vs. non-local retail?
- How much of the population do you need to support Downtown now? Approximately 200,000 sq. ft. Check population there now for the void to fill in retail demand.
- How do we get diversity? Don't just get specialty retail, but also some local. Use your niche (specialty stores) as the "anchor."

Community Design

- How about sculpture? Does FTB prefer abstract or figurative sculpture?
- What about bias toward three story buildings and stoops?
That isn't Southern California.
It's not only the height that's an issue, but it's the relationship to Downtown.
- Make the strips more inviting to pull residents to Downtown.
- What can be done about the vulnerable buildings? Renovate and keep the good ones. But what about the ugly ones that will be around another 40 years?

- Standards should eventually be used on Ventura Avenue also.
- What's with all the mud color? Let's re-investigate color and sign standards.
- Figueroa Street has a barrier between Downtown and the ocean. How is Ventura defined as a beach city? There are no visual references now. Let's look at more connections.
- The "Strong Steel Building" behind the Museum could have potential for a public space, but is it too far from the main corner.
- "Pieces of the puzzle" apply to residential too? It's part of the pattern also.
- What's the best? Seniors, tourists, or residential use? This will be a tremendous debate at Council!
- How do you deal with the Transition Areas? On the edges of the downtown district we have to redefine some areas and enhance others. The criteria to use would be building types, walking distance, & market patterns.
- How do we encourage walking and better street frontage? Set clear rules.
- Improve streetscape and lighting on the north/south secondary streets to encourage people to walk to Main Street.
- Pedestrian lighting on Main Street is not good.
- We need to look at the "Pier" some more.
- What building style should we have? Does it need to be regulated? There are

5 local vernacular styles now. Let's not have any more bad modern (like Holiday Inn). Let's see more of the brick that's there now. There may be problems with unreinforced masonry building regulations.

- Need archival research to see what the historical character was in its "heyday."
- The fact that Ventura has many styles makes it unique.
- Is there a "sense of place" here? The architectural character is a key ingredient. It needs to be pulled together with a human scale. Consistent architectural theme vs. a "K-mart Town."
- How do we communicate "specialness" to travelers on the freeway? Can't see anything until you're past. What about...
 - light palms like torches
 - walls, murals and memorable landmarks
 - special railroad trestle lighting
- What about lighting? LPS is too dim and not attractive.
- Santa Clara St. needs to be considered for residential and services, including daycare. Some of these uses could fill existing holes in the fabric.
- Everything closes at 5 or 6 p.m., on weekends and weekdays.

Circulation

- Circulation is a key element.

- Enhance Main on either side of California,
- Santa Clara has no definition,
- Poli should be slow to take advantage of the view,
- Thompson and Ventura Avenue are auto-oriented, and
- Chestnut is mixed and confused (it has a freeway ramp).
- Crossing Main is discouraged in most places.
- What about development on the lot behind the Library? If you eliminate surface parking, then we must use structures.
- Californians live in autos. With high density housing, how do you deal with cars? On-site parking is a balance of perception vs. real supply.
- An important question is parking types vs. different businesses? Programming is needed so that all the pieces of the puzzle fit together.
- Parking and traffic problems deter return business. It's congested.
- Local residents cannot park because there are too many recreational shoppers, especially on weekends. Local residents have to park behind the Library. Tourists and antiques shoppers are "overloading" the system.
- The California Street bridge needs to be opened up, and made more attractive for pedestrians.

- Bike lanes are filled with parked cars right now. How do we expand the use of bikes and reference to a beach town. Encourage bike routes to bring people downtown.
- Folks only want to park on Main Street. We should also focus on parking access along Santa Clara. Some lots are underused now and some are overused. The rear of buildings should be improved also.
- Ash Street pedestrian bridge doesn't have a well-defined entrance. Let's make it easier to find! See the Pasadena Bridge.
- Parking is not an issue. Currently we have several fairs where Main Street is closed, and parking is still fine.
- Traffic flow and signage off the freeway is poor. Coming north on 101, you think that downtown is further east. It's confusing.

Recreation

- Don't just focus on the 100% corner, but also Grant Park, the "Pier," the River Mouth, and the Fairgrounds.
- The Fairgrounds used to be a trotting place for horses. Now it's ugly. Look at Del Mar to see what they do.
- Must open up accessibility to the ocean and beach. We have an excellent boardwalk, park and pier. California St. access to the beach is ugly past Thompson. Need to improve the highway overpass.

Workshop #2 – January 16, 1991

After the consultants' presentation of recommended Revitalization Strategies, members of the public offered their thoughts, observations, and concerns with respect to the Downtown Specific Plan. The following ideas were noted and discussed:

Planning Process

- Need to check the Figeroa Redevelopment Plan. It's similar to what FTB is saying, but a bit different.

Economic Issues

- The economic engine (illustrated by arrows) is pushing the other way too, isn't it!? It has two edges?
- How does the Retail Parkway help Downtown? It heals its appearance and attracts money to the proximity of Downtown.
- We agree that convenience retail services can afford higher rent; but they also want higher traffic, freeway ramps, etc. How can we bring in older looking buildings to replace the bad new ones?
- Is policy a good engine for change? Only when it corresponds realistically to the market.
- What about monuments and other public art? Private development can work for gateways; use public money for landmarks.

- Could we be like Freeport, Maine and have Patagonia work as an economic force for change?
- Which district would we start with first? We should focus on the Core first, and on the west neighborhood second,...and so on.
- There's a bookstore that's thriving in the evenings!
- Investor attraction will require some quick visual fixes. We'll have to get City officials to "sell" too. Let's clarify political commitments. A lot of money for public improvements is nice, but not necessary.
- We would like to see action in 5-7 years. How do we know we'll succeed? There are no guarantees, the Specific Plan is just a guide.
- Marketing the Downtown as a *district* is the key.
- Strip guys are dying now. It's a good time to put the screws to them! Don't want strip center rents!
- Different types of retail:
 1. Neighborhood
 2. CBD
 3. Tourist
 4. Fast/Convenience
- What is fallback if not enough population allocation for residential? We'll have to look closer, but could wait for office.

- We need to pull back retail sides, especially on East.
- Would like to encourage more tourist trade. There is a relatively strong tourist market now.
- Need to add a tourist destination to tap it more effectively.
- What about a small core of retail at Figeroa? It's too much of a stretch. It should be good quality development, but not retail.

Community Design

- Fast food destination on Main Street!? There are nice historical homes there! What about them?
- What about weaving the East Side Neighborhood into Downtown instead of making it different? There is some disagreement that Main Street is destroyed to the east of Downtown.
- How can we strengthen the fabric that's there now? How can we encourage the replacement of the bad stuff?
- What's worth keeping on Main Street? Keep the bakery, the sewing store and the convenience store. A setback is O.K. if like the older buildings.
- Why rule out high density residential? Because of the economics. With policy, channel it to Main Street instead of on ranches.
- The Retail Parkway is really about visual effect. But the idea of attracting fast food makes folks cringe. Is it unreason-

able to want the flavor of an old Victorian Street?

- Can you have fast food without the industrial park aesthetic? Yes. With a victorian "setback" and classy little buildings.
- The key is a clear long term vision and a commitment to the Core.
- How can we connect past the Holiday Inn to the beach! With a visual link and a continuous sequence.
- How can we fix the bridge?
- Do we agree that the three districts have to have their own identity to be attractive and successful. O.K.
- On the west side; is it O.K. if Patagonia remains? Sure it doesn't have to be that pure.
- First block east of Ash is a school and in the second is a library. Are you proposing to replace them? That is a problem block and difficult to establish storefronts, but will have to be looked at in more detail.
- Where does Farmer's Market happen? In a parking lot behind buildings! It should be on Main Street.
- Let's identify uses that best serve Downtown. Are thrift stores bad? No, not necessarily. They bring a great mix of classes and they're great to be next to! But they don't create business for UPS!
- Image is the problem with the thrift stores. Improve merchandise; knick

knacks vs. furniture vs. used mattresses. Thrift stores could be your anchor.

- Do you want more downtown residential? Yes, also retirement housing.
- The revitalization strategy is similar to historical patterns with residential downtown and retail on California Street.
- Where do we locate future civic buildings? More interest in private money now, but existing Museum/Mission area is a cluster now and would hate to see them located in the "boonies."
- Figeroa should be activated with high quality development.
- Figeroa is in the middle of two districts. Form/use changes should take place in the middle of block instead of on the corridor, especially at gateway locations.
- Is the Fairgrounds still in the equation? Yes!! There was a vote for a convention center – hopefully more votes next time. Let's have a continual public place. But wouldn't tourists mess up neighborhood areas?
- What about a performing arts center in coordination with Fairgrounds, for both locals and tourists? Or in Grant Park? Or an amphitheater?

Circulation and Parking

- How can we solve the Freeway problem if we want to extend to the Beach?

Recreation and Waterfront

- We're missing the boat on the promenade if we narrow it. It is busy on weekends.
- Build in front of the parking structure to screen it and to liven it up.
- Where is the public space? The streets are public space:
- Main Street – pedestrian shopping street
 - California Street – grand boulevard
 - A "center" square – maybe located on vulnerable California parcels; or at the corner of California/Santa Clara Streets
 - Promenade
- Do you really intend to build on the park by the Mission?...some groans.
- Does development on the park conflict with a cultural center?
- What do the "Blue" arrows indicate? The "Oceanside District" extends to the Triangle Site. It was originally a train station, but is kind of far from the Core for the proposed train station.
- How can we encourage nighttime retail? It needs to be clustered and linked to the Theater.
- The Industrial Zone is marginal. Possibly up-zone to replace.

Workshop #3 – March 6, 1991

After the consultants' presentation of key aspects of the preferred Revitalization Strategy, members of the public offered their thoughts, observations, and concerns with respect to the Downtown Specific Plan. The following ideas were noted and discussed:

Planning Process

- Will these prototypes/guidelines help stop “no-growth” attitude? That’s where community input/support helps.
- How much of the proposal will the Coastal Commission get to review? Everything proposed in the Costal Zone.
- Specific Plan is not only reviewed by the Costal Commission, but also with an Environmental Impact Report.

Economic Issues

- We need another economic generator. We can get that by adding more people/activity to the Core.
- We don’t need another, or rather separate economic generator. It will fill out it time.

Community Design

- Isn’t it a lot of increased housing density? Not all of the high density housing proposed will be built, but at least 50% would be good.
- Disappointed that the parking structure was left untouched in the Waterfront

Redevelopment Plan. What about ground floor retail on the promenade facade?

- What about shade elements on promenade facade of the parking structure?
- Really like that you’re encouraging smaller, “infill” pieces in the Westside Neighborhood instead of mega-structures.
- The Great Public Iron Works building is good. On the Westside, let’s keep the historical buildings.
- Let’s extend the landmark onto the end of pier, on axis with California Street.
- Build a new bridge at California Street instead of just redoing the existing one.
- Parking Structure/Holiday Inn Area – How can we make more inviting. It’s important to re-landscape the pedestrian plaza.
- What about the older buildings? There’s a lot of buildable space now. Let’s use that and save the historical “jewels.”
- Really like the vertical poles on bridge design, and the banners, too.
- I like the California Street Corridor idea.
- Grant Park is a dramatic backdrop. Any suggestions for pedestrian links?
- What’s happening with the Triangle Site? Will go into detail next time, but it should be an extension of the Ocean-side District.

- On the issue of housing allocation, if only 1800 unit are allowed everywhere, then 50% should be located Downtown.
- How would you develop on the hillside? Not like in the urban cove, but more rural in character.
- The unbuilt skyline has a virtue of it’s own. Development should not disturb that.
- What about the Rivermouth Area?
- What about standards for retail? – FTB will write standards for all proposed uses. Guidelines will regulate specific issues, not styles.
- I like the proposal.
- What about the “unattractive” bank at the 100% corner? – Not much will happen to it in the short term, but there’s a possibility in the long term.
- Renovation is important, and also new development that reflects the old.
- Bridge crossing – Santa Barbara has a State Street underpass that the city is “beautifying.”
- Affordable housing works above stores as well as units in the back of the parcel, but integrate with market rate units.
- But what about schools for all this housing density? It is a problem.
- You turned my views around. These *ideas* are exciting.
- Guidelines are O.K., but it’s important to go beyond the ideas and have specific zoning.

- The “districts” concept is exciting, and adds to the human scale.
- The Strong Steel Building at Junipero and Santa Clara should be preserved as a potential art center.

Circulation and Parking

- What about parking and circulation issues? They will be addressed at the next workshop.
- What ideas are there for the off-ramp at California Street? It’s a “death trap” now. What about relocating the ramp?
- There are circulation problems on California Street. – First, we need to decide on California Street role, and then solve the circulation parking issues.
- There’s a problem with the grand scale of the California Street proposal. The street’s not that wide. Let’s keep it pedestrian-oriented.
- We need a train station. The old one was at Front Street at the end of the pedestrian overpass. – It belongs at California Street, but can’t be parked there. It’s proposed location at Figueroa and Harbor Boulevard is good for the West-side Neighborhood.
- What about on/off ramps onto the proposed grand boulevards? We’ll cover that next time.
- Even though the train station is not long enough for all trains, it will accommodate the San Diego train.
- What about bridging over the freeway?
– You already have it at California

Street, and its not worth the money at Figueroa.

- Parking Standards don’t fit with the “Downtown” idea, they’re more for Mervin’s. Not only new standards for the number of spaces, but also for parking dimensions.

Recreation and Waterfront

- Oceanfront Prototype should be a different style. It should reflect more of a marine environment, like in a marina.
- I like the 1930’s style architecture on the pier development.
- Pier front development – I liked the 1930’s style proposed, but another appropriate style would be like an old cannery.
- Pier Development – 10,000 SF of retail doesn’t seem like enough. More is needed, but we must take into account the Costal Commission. Expense and the economy of scale are other issues.

Workshop #4 – April 25, 1991

After the consultant’s review of the preferred Revitalization Strategy and the traffic subconsultant’s presentation of proposed street hierarchy, as well as circulation and parking recommendations, members of the public offered their thoughts, observations, and concerns with respect to the Downtown Specific Plan. The following ideas were noted and discussed:

Freeway Access

- There is a lot of left turn traffic from the ramp. Improve Thompson and add left turn lanes.
- Have we forgotten the other half of the City? I come from the freeway. What about signage for the Downtown on the freeway?
- I support the route around Olive/Thompson Streets. It connects well to Ojai.
- Lane drop on freeway is confusing if you are going to Ojai.
- Freeway ramps at California: How does Caltrans fit in? Are they a partner? How much time will it take for the approval process? – Typically, 3 years.
- Relocating the ramp opens up Downtown. What about closing California and making it a green space? Use other streets for access. California would become center of town. Turn California into a local street after the ramp is gone.
- Have you considered a complete denial of freeway access to Downtown?
- Is 10 million cost effective for a ramp?
- Let’s do interim improvements right now, then do the Oak Street Ramp.

Street Hierarchy

- The connection from Ventura Avenue to Thompson is important for east-west access.
- Alleys may be better oriented north-south.

- Discourage the use of the car just for convenience.
- In the future, North areas will bring more traffic, both pedestrian and bikes.
- Poli Street exists now as a major thoroughfare. How do you discourage traffic?
- By changing priority of traffic controls and adding bike lanes.
- Poli Street is one of the best ways to get across town.
- I agree with down-grading Poli Street. It is a residential street. It doesn't have many stops now and it is a connection to Foothill Boulevard.
- Main Street and Thompson Street don't connect to the East. Goal is great – but East end makes it complex.
- More people take local roads than the freeway.
- I take either Poli (more relaxed) or Thompson to get Downtown.
- Poli Street is narrow east of Lincoln and there is no parking at all.
- A-10 I live on Poli Street and I like the idea of less traffic, but parking is at a premium. With higher density residential, the parking demand is high.
- Poli Street has all the traffic it needs. Don't use traffic signals. It is not wide enough to the east.
- Why is Ventura Avenue south of Main Street not an arterial? Is the loop around to Olive Street necessary? Is the

neighborhood more important than the traffic?

- Main Street/Ventura Avenue is in the heart of neighborhood. Use Olive Street instead. Why not bring Olive Street behind retail to connect to Ventura Avenue?

Bike Routes

- The Plan appears not to favor destinations of bicyclists by eliminating bike routes on Ventura Avenue and Main Street.
- There's a trade off between angled parking and bike lanes on Main Street. Make Main Street a pedestrian/bike Mall. Main Street needs to be auto-oriented to support business.
- Why not park bikes in lots behind the stores and provide mid-block openings.
- Is the alley from Figueroa to Chestnut used for bikes?
- Are more people on bikes, or in cars? There are more in cars.
- Apartments do not have adequate parking, so we may not be able to remove parking on Poli Street. It cannot be bike friendly.
- Poli Street is too steep for bikes.
- A-11 - Make Santa Clara the primary bike route. It connects to California Street and the East End.
- Why have bike lanes Downtown? Are they necessary?

- I rode my bike on Poli Street and it wasn't too steep. I don't like Main Street. Santa Clara is good to use. We could have signage for the Poli Scenic Bike Route. There aren't many cars parked on Poli in the morning.
- Why not end the bike lanes at Hemlock on Poli Street?
- Bike lanes located on Santa Clara connecting with Garden and Main Streets are good.
- Northern part of bike trail has equestrian/user conflicts.
- I like the idea of a bike lane on Poli Street. It is a scenic route, and not an easy way across town.

Parking

- State Street in Santa Barbara looks good and operates well. There is no on-street parking there.
- Why is the parking structure located near the middle, where is it going to get congested? Why not locate it near the fringe? – Parking should be near key destinations.
- There is a parking supply problem around Palm and Main Streets on Friday and Saturday nights due to clubs, restaurants and a theatre.

Fairgrounds

- Where is the service entrance to the Fairgrounds? And the public entrance? For Fairgrounds' traffic, on weekends

and in the summer, signalize Figueroa and Harbor.

Transit

- Why take transit route off of Thompson?

Summary

- There is serious doubt about the use of a bike lane on Poli Street.
- Poli Street should be a collector in view of its regional connections.
- There is no support for locating the ramp at the corner of California and Thompson.
- There is support for interim improvements to the existing ramp until the Oak Street Ramp Alternative can be realized.
- There is support for the Olive Street/Thompson arterial reconfiguration.
- There is basic support for the overall pattern of the proposed street hierarchy.
 - The bike lane on Santa Clara is good.
- There are no comments on the rail center.- Parking: shared parking in Downtown; reduce residential requirements; plan for a parking structure; need visibility and accessibility to public parking; need clear access from parking lots to retail.

Workshop #5 June 13,1991

After the consultants' review of all previous workshops as well as the proposed Illustrative Plan, members of the public offered their thoughts, observations, and concerns with respect to the Downtown Specific Plan. The following ideas were noted and discussed:

Planning Process

- What comes next? The draft document, then the EIR consultant will start to evaluate the plan, and then the public/council hearings.

Economic Issues

- What about the economic background of this plan? It is based on previous reports and discussions with local developers. We need to cluster retail and develop a city marketing program.
- How many units do we need for startup? Does the plan hinge on housing or can we move ahead anywhere? The first choice would be housing, which means more people. The second choice is more specialty stores.
- What is the amount of public/private money in the 5-year plan?
- What about cost estimates for public improvements in the 5-year plan? A ballpark estimate is \$2-3 million.
- Where does this money come from?

Community Design

- Is there any reason to limit the amount of growth? Yes, because of regional and local issues, etc.
- Since the Triangle parcel fronts onto the freeway, what about noise mitigation? The site will have noise, but also get a great view.
- Will the palms block the view to the Mission? Partially, yes, but they will better define and frame Figueroa Plaza.
- The pedestrian overpass is not great now. What can be done? In the short term, let's at least splay the ends and make an attractive entrance. In the long term, it should span over Harbor Boulevard also. What about connecting to the Pier directly?
- How could the existing Plaza at California and Santa Clara be a more inviting space? The size is fine, but it needs to be activated by more retail.
- Really like the boulevards going to the beach, especially California Street with the bridge improvements. Why not have a similar treatment at the Figueroa Street Underpass? At least in the 20-year term, let's propose the same thing.
- What about housing over shops? There is a live/work area proposed by Patagonia and it is encouraged on California Street also, but it is conditional otherwise.
- What are details for Figueroa Street? This is not a final design, but a specific direction.

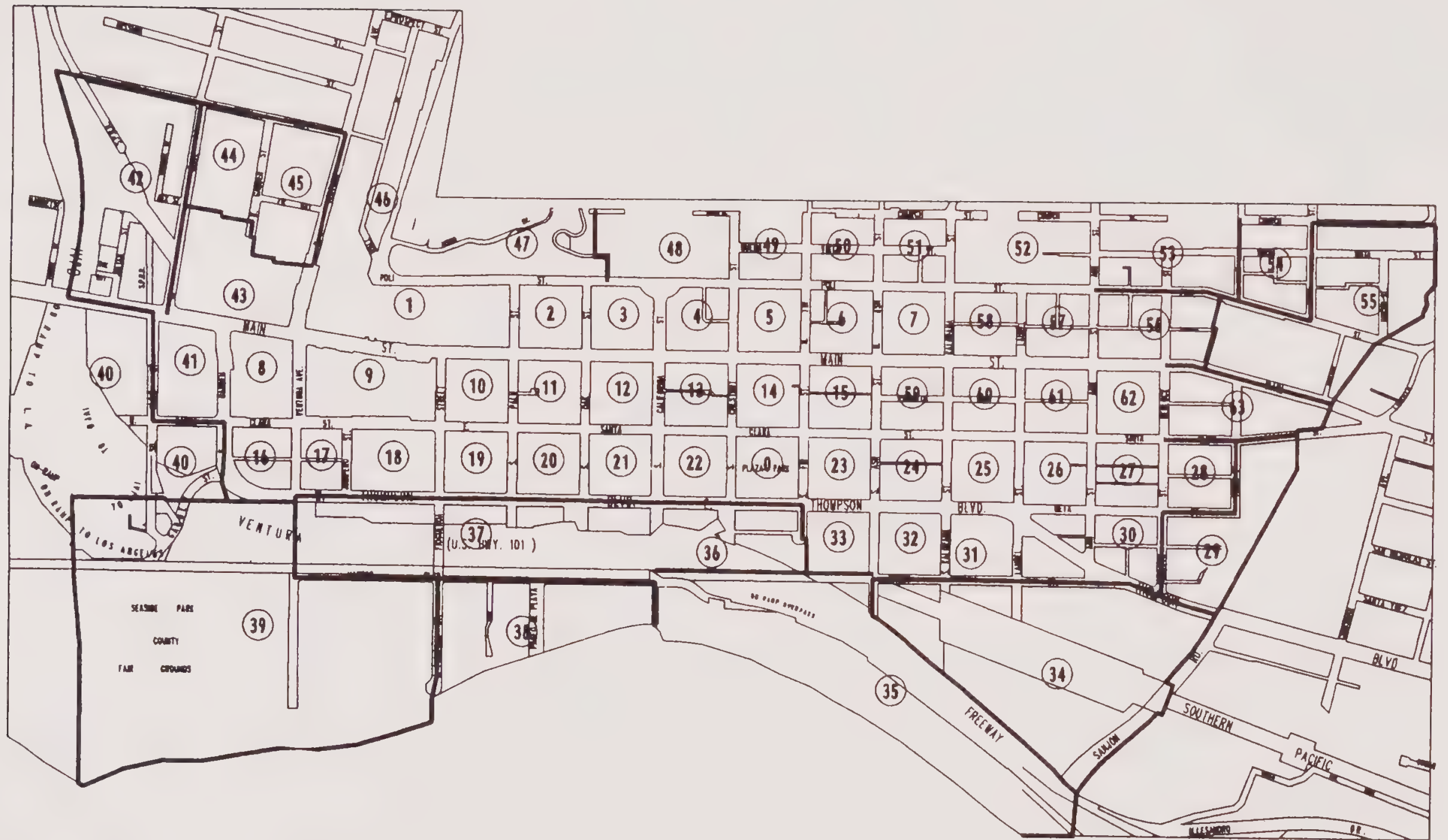
- L & M blocks are in the 5-year plan, but E & F blocks could be added; the city is buying these parcels also.
- Housing development on an arterial will be difficult. It is important to create a neighborhood with development on both sides.
- A-13 Why are we building big housing projects? I am worried about the “project” image. Why not build small parcels?

Circulation and Parking

- Parking problem: we need a management program, not just more supply.
- There are growing complaints about traffic congestion. What about making Main and Santa Clara one-way couplets?
- The parking structure would be built by the city, but in-lieu fees would contribute to this.
- Historically Thompson has been a commercial “highway.”

Appendix B

DOWNTOWN PARKING INVENTORY



DOWNTOWN PARKING STUDY

BLOCK MAP

Table B.1
Inventory of Private Parking Spaces in Downtown Ventura

BLOCK	ADDRESS	PARKING SPACES
2	374 Poli Street	61
3	APN 730034040	15
4	507 Main Street	25
	APN 730041040	40
5	607 Main Street	17
	651 Main Street (Library staff lot)	30
	675 Main Street	11
11	365 Santa Clara Street	16
12	67 California Street	6
	54 Oak Street	7
	446 Main Street	5
	468 Main Street	5
	484 Main Street	6
	76 Santa Clara Street	25
13	516-576 Main Street (rear of buildings)	14
	APN 730042140	17
14	620-692 Main Street (rear of buildings)	46
	625 Santa Clara Street	76
20	333 Thompson Boulevard	15
21	444 Santa Clara Street	11
	457 Thompson Boulevard	7
	101 California Street	41
	143 California Street	25
	165 California Street	40
22	111 Chestnut Street	58
	165 Chestnut Street	25
	507 Thompson Boulevard	34
	545 Thompson Boulevard	41
	585 Thompson Boulevard	6
	Total Number of Private Spaces	725

Note: The study area boundaries were Poli Street on the north, Thompson Boulevard on the south, Palm Street on the west and Fir Street on the east.

Appendix C

SUPPLEMENTAL CIRCULATION DATA

Table C.1
LEVEL OF SERVICE DEFINITIONS

Level Of Service	Volume to Capacity Ratio	Description of Traffic Condition
A	0.00–0.59	Insignificant Delays: No approach phase is fully utilized and no vehicle waits longer than one red indication.
B	0.60–0.69	Minimal Delays: An occasional approach phase is fully utilized. Drivers begin to feel restricted.
C	0.70–0.79	Acceptable Delays: Major approach phase may become fully utilized. Most drivers feel somewhat restricted.
D	0.80–0.89	Tolerable Delays: Drivers may wait through more than one red indication. Queues may develop but dissipate rapidly
E	0.90–0.99	Significant Delays: Volumes approaching capacity. Vehicles may wait through several signal cycles and long queues of vehicles form upstream.
F	N/A	Excessive Delays: Represents conditions at capacity

Sources: *Highway Capacity Manual*, Highway Research Board, Special Report No. 87, Washington, D.C., 1965; *Interim Materials on Highway Capacity*, Transportation Research Board Circular 212, Washington, D.C., 1980; *Highway Capacity Manual*, Transportation Research Board Special Report No. 209, Washington, D.C., 1985; Kolve Engineering, Inc.

Table C.2
Existing Roadway Characteristics

Street	Segment	Classification	Number of Lanes	Curb to Curb Width (Ft)	Right of Way (Ft)	Parking	Speed Limit (MPH)
California Street	B/W Thompson Boulevard and Santa Clara	Secondary Arterial	4	60'		Parallel parking allowed on both sides of the street (16 spaces)	30
	B/W Santa Clara Street and Main Street	Secondary Arterial	2	60'		Angled parking allowed on both sides of the street (47 spaces)	30
	B/W Main Street and Poli Street	Collector	2	60'		Angled parking on both sides of the street (28 spaces)	30
Main Street	B/W Ventura Avenue and Ventura Museum	Primary Arterial	4	50'		Angled parking on both sides of the street	35
	B/W Ventura Museum and Palm Street	Primary Arterial	2	60'		Angled parking on both sides of the street (41 spaces)	30
	B/W Palm Street and Oak Street	Primary Arterial	2	60'		Angled parking on both sides of the street (41 spaces)	30
	B/W Oak Street and California Street	Primary Arterial	2	60'		Angled parking on both sides of the street (41 spaces),30	
	B/W California Street and Chestnut Street	Primary Arterial	2	60'		Angled parking on both sides of the street	30
	B/W Chestnut Street and Fir Street	Primary Arterial	4	60'		Parallel parking on both sides of the street	35
	B/W Fir Street and Seaward Avenue	Primary Arterial	4	60'		Parallel parking on both sides of the street	35
Thompson Boulevard	B/W Ventura Avenue and Seaward Avenue	Secondary Arterial	4	60'		No parking on both sides of the street	30
Ventura Avenue	B/W Thompson Boulevard and Stanley Avenue	Collector Street	2	50'		Parallel parking on both sides of the street	30
Harbor Boulevard	B/W California and Monmouth Way	Collector Street	2	45'		No parking on both sides of the street	35
	B/W Monmouth Way and Seaward Avenue	Collector Street	4	50'		No parking on both sides of the street	35

Table C.2
Existing Roadway Characteristics (cont.)

Street	Segment	Classification	Number of Lanes	Curb to Curb Width (Ft)	Right of Way (Ft)	Parking	Speed Limit (MPH)
Seaward Avenue	B/W Harbor Boulevard and Thompson Boulevard	Secondary Arterial	4	50'		No parking on both sides of the street	35
	B/W Thompson Boulevard and Main Street	Secondary Arterial	4	45'		No parking on both sides of the street	35
	B/W Main Street and Poli Street	Collector Street	4	45'		No parking on both sides of the street	30
Poli Street	B/W Wall Street and California Street	Collector Street	2	43'		No parking on both sides of the street	30
	B/W California Street and Seaward Avenue	Collector Street	2	50'		No parking on both sides of the street	30
Route 101	B/W Ojai Freeway and Ventura Avenue	Freeway	6	120'		—	55
	B/W Ventura Avenue and California Street	Freeway	6	120'		—	55
	B/W California Street and Seaward Avenue	Freeway	6	120'		—	55
Route 33	B/W US 101 Freeway and Main Street	Freeway	4	90'		—	55
	B/W Main Street and Stanley Avenue	Freeway	4	90'		—	55

Table C.3
EXISTING ROADWAY DAILY TRAFFIC VOLUMES AND VOLUME TO CAPACITY RATIOS

Street	Number of Lanes	Daily Traffic Volume	Roadway Capacity ¹	V/C	LOS
CALIFORNIA STREET S/O Thompson Boulevard S/O US 101 NB Off Ramp	4 4	22,600 9,500	30,000 30,000	0.75 0.32	C A
MAIN STREET W/O California Street W/O Fir Street	2 4	11,100 9,800	12,000 30,000	0.93 0.33	E A
THOMPSON BOULEVARD W/O California Street W/O Chestnut Street W/O Fir Street W/O Palm Street	4 4 4 4	17,600 19,200 19,200 17,700	30,000 30,000 30,000 30,000	0.59 0.44 0.64 0.59	A A B A
VENTURA AVENUE N/O Main Street N/O Thompson Boulevard	2 2	15,000 9,400	12,000 12,000	1.25 0.79	F C
HARBOR BOULEVARD W/O Sanjon N/O Seaward Avenue	4 4	9,400 17,700	12,000 12,000	0.78 1.48	C F
SEAWARD AVENUE N/O Harbor Boulevard N/O Main Street	4 4	30,300 9,400	30,000 12,000	1.00 0.78	F C
POLI STREET W/O Catalina Street W/O Fir Street	2 2	12,200 8,500	12,000 12,000	1.02 0.71	F C
ROUTE 101 FREEWAY Seaward Avenue Interchange California Street Interchange Junction Rte. 33 Ojai Freeway	6 6 6	98,000 76,000 63,000	See note 2	See note 2	D D D
ROUTE 33 FREEWAY Junction Route 101 Stanley Avenue Interchange	4 4	36,000 29,000	See note 3	See note 3	A A

Notes:1. Capacity from City of Ventura Engineering Design Standards.

2.From Caltrans Route Concept Report for Route 101, based on peak hour volumes and capacity.

3.From Caltrans Route Concept Report for Route 33, based on peak hour volumes and capacity.

Table C.4
EXISTING INTERSECTION LEVEL OF SERVICE

Interseclon	Morning Peak Hour		Noon Peak Hour		Evening Peak Hour	
	V/C	LOS	V/C	LOS	V/C	LOS
SIGNALIZED INTERSECTIONS						
California/Thompson	0.48	A	0.50	A	0.59	A
California/Main	N/A		0.42	A	0.50	A
Ventura/Main	N/A		0.35	A	0.42	A
Ventura/Stanley	0.47	A	N/A		0.56	A
Seaward/Thompson	0.52	A	N/A		0.72	C
Monmouth/Harbor	0.77	C	N/A		0.72	C
Seaward/Harbor	0.76	C	N/A		0.82	D*
Seaward/Route 101 NB Ramp	0.60	A	N/A		1.00	E*
Seaward/Main	0.52	A	N/A		0.66	B
Thompson/Route 101 SB Ramp	N/A		0.35	A	0.36	A
UNSIGNALIZED INTERSECTIONS						
California/Route 101 NB Off-Ramp — NB Approach	—	C	—	D	—	D
California/Route 101 NB Off-Ramp — SB Approach	—	B	—	C	—	C
California/Route 101 NB Off-Ramp — WB Approach	—	A	—	A	—	A

Notes:

V/C = Volume to Capacity Ratio

LOS = Level of Service

*Denotes intersection operating at unacceptable level.

N/A = Intersection was not to be analyzed for that time period.

Table C.5
Intersection Thresholds of Significance for Traffic Impact Studies

Threshold Criteria		Guidelines Based on Projected Trips Generated From Project	
LOS	Peak Hour Trips Added to Critical Movements	Total Project Peak Hour Trip Generation	Project Peak Hours Trips Entering a Critical Intersection
A	>150	500–1,200	300–600
B	>75	250–900	150–300
C	>45	150–540	90–180
D	>15	50–180	30–60
E	>10	30–120	20–40
F	>5	15–60	10–20

Appendix D

**DOWNTOWN INTERSECTION
CORNER CURB RADII POLICY**

APPENDIX D: DOWNTOWN INTERSECTION CORNER CURB RADII POLICY

The following policy for corner radius treatment supports the urban design concept and corresponding street hierarchy set forth in the Specific Plan.

Objectives

1. General:

- a. Create an accessible downtown district by linking it to the larger regional network of freeways and arterials, and by accommodating transit service.
- b. Support the creation of a downtown core flanked by two residential neighborhoods.
- c. Provide a pedestrian-friendly environment: provide plenty of pedestrian-friendly streets characterized by slow moving, stop-and-go traffic, and short crossing distances.
- d. Preserve on-street parking on all Downtown streets to provide a reserve of convenient parking, to minimize the need for surface lots and structured parking, and

to provide a buffer between pedestrian sidewalks and moving vehicles.

2. Downtown Core:

- a. Provide daily access to delivery vehicles to serve the needs of Downtown businesses.
- b. Accommodate turning movements for automobiles and delivery vans at any corner.
- c. Accommodate bus turning movements along all bus routes.
- d. Provide for delivery truck (inclusive of WB-50) access into the district from the arterial onto any of the streets in the Core, and exiting the district via designated collectors (Oak or Chestnut Streets).
- e. Eliminate large truck traffic (WB-40 and WB-50) on Main Street.
- f. Accommodate delivery vehicle loading and unloading on north-south streets, and at rear entrances in alleyways where available. Enforce a ban on all on-street loading/unloading on Main Street.

3. East Side Neighborhood:

- a. Protect and aid in the creation of quiet neighborhood streets; discourage truck or delivery vehicle use of local streets.
- b. Accommodate access for trucks and delivery vehicles entering

or moving through the district from the arterial or from east-west collectors along the designated north-south collector street (Hemlock Street).

4. West Side Neighborhood:

- a. As change occurs in the district, create a clear hierarchy of streets. Curb radius dimensions must conspire along with all physical changes to repair the damaged fabric of this area.
- b. Aid in the creation of quiet neighborhood streets; discourage truck or delivery vehicle use of local streets.
- c. Accommodate access for trucks and delivery vehicles entering the district from the arterial or from east-west collectors along designated north-south arterial or collector streets.

Principles

Intersection curb design guidelines have been prepared with the following principles in mind:

1. *Facilitate safe and efficient turning movements.* The entire principle behind corner radius dimensioning is that on *well traveled* intersecting streets, it is desirable to accommodate right turning movements that allow the turning vehicle to turn from the inside right lane into the inside right lane of the intersecting street without invading the lane to

the vehicle's left. This is particularly important on busy two-way streets with one travel lane for each direction.

2. *Minimize corner radii dimensions in Downtown districts.* In order to create a district that is scaled to the pedestrian travelling on foot, it is desirable to keep corner radii as small as possible. This will result in shorter crossing distances. It will also discourage motorists from turning corners at high speeds, thus creating a safer environment for pedestrians. This principle is supported in the guidelines on geometric design of streets published by the American Association of State Highway and Transportation Officials (AASHTO):

For arterial street design, adequate radii for vehicles must be balanced against the needs of pedestrians and the difficulty of acquiring additional right-of-way or corner setbacks. Because the corner radius is often a compromise, its effect on pedestrians in combination with vehicular movements should be examined. The dimensions presented demonstrate why curb radii of only 10 to 15 ft. have been used in most cities.¹

As a general rule, large turning radii will help accommodate truck traffic by making it easy for them to make right turns. At the same time, larger curb radii in-

crease crossing distances and generally form part of an environment that is less comfortable to people on foot. Curbs should therefore be downsized in areas that are primarily for strolling and moving slowly in passenger vehicles, and upsized along thoroughfares that are primarily to deliver efficient access. When planning a district, the arterial should be kept to the district edges, and the local streets located in the interior.

3. *Enhance the visibility of a district's street hierarchy.* In order to produce a clear hierarchy of streets in the district, future street design should be closely tailored to exhibit an obvious difference between streets of different type. Arterials should appear to be scaled to accommodate efficient vehicular movement cross-town. Local streets should appear to be inhospitable to fast-moving vehicles and to large trucks. Corner curb radii between arterials must accommodate turning movement for large trucks. Corner curb radii onto local streets should discourage fast turns or truck access.
4. *Establish permanent curbside parking in Downtown districts.* Curbside parking is highly desirable on all streets with the possible exception of arterials for the reasons noted above. Curbside parking lanes minimize the requisite size of the

corner curb radius. In the Downtown, it is assumed that curbside parking will be preserved in perpetuity on collector and local streets. It is therefore unnecessary to size corner curb radii on those streets to accommodate the eventual removal of the parking lane.

Policy

Standards:

To accomplish these objectives, the following intersection design standards should apply:

1. Corner Curb Radius:

INTERSECTION	CURB RADIUS	VEHICLE CLASSIFICATION
Arterial/Arterial	25'	WB-50 Trucks
Arterial/Collector	20'	WB-40 Trucks
Arterial/Local Street	15'	SU-30 Trucks
Collector/Collector	15'	SU-30 Trucks
Collector/Local	10'	Passenger Vehicles
Local/Local	10'	Passenger Vehicles

Ideal corner curb radius dimensions for individual corners are established in Table D.1, on the following page.

¹ American Association of State Highway and Transportation Officials, *A Policy on Geometric Design on Highways and Streets*, Washington, D.C., 1984, p. 747.

Appendix D. Downtown Intersection Corner Curb Radii Policy

Table D.1
Corner Curb Radii for Intersections in the Downtown Specific Plan Area

	Northeast Corner	Northwest Corner	Southeast Corner	Southwest Corner
Poli Street/				
Hemlock Street	10'	10'	15'	15'
Ann Street	10'	10'	10'	10'
Laurel Street	–	–	10'	10'
Kalorama Street	10'	10'	10'	10'
Ash Street	10'	10'	10'	10'
Fir Street	15'	10'	10'	10'
Chestnut Street	10'	10'	15'	20'
California Street	–	–	15'	15'
Oak Street	–	–	20'	20'
Palm Street	–	–	15'	15'
Main Street/				
Hemlock Street	15'	15'	15'	15'
Ann Street	10'	10'	10'	10'
Laurel Street	10'	10'	10'	10'
Kalorama Street	10'	10'	10'	10'
Ash Street	10'	10'	10'	10'
Fir Street	15'	10'	10'	10'
Chestnut Street	15'	15'	15'	15'
California Street	10'	10'	10'	10'
Oak Street	15'	15'	15'	15'
Palm Street	10'	10'	10'	10'
Ventura Avenue	25'	20'	20'	25'
Garden Street	–	–	10'	10'
Olive Street	25'	25'	25'	25'
Julian Street	15'	15'	–	–

Table D.1
Corner Curb Radii for Intersections in the Downtown Specific Plan Area (Cont.)

	Northeast Corner	Northwest Corner	Southeast Corner	Southwest Corner
Santa Clara Street/ Hemlock Street	15'	15'	15'	15'
Ann Street	10'	10'	10'	10'
Laurel Street	10'	10'	10'	10'
Kalorama Street	10'	10'	10'	10'
Ash Street	10'	10'	10'	10'
Fir Street	10'	10'	10'	10'
Chestnut Street	15'	15'	15'	20'
California Street	15'	15'	15'	15'
Oak Street	15'	15'	20'	20'
Palm Street	15'	15'	15'	15'
Figueroa Street	-	-	10'	10'
Junipero Street	-	-	10'	10'
Ventura Avenue	25'	20'	20'	20'
Garden Street	10'	10'	10'	10'
Olive Street	20'	20'	20'	20'
Thompson Boulevard/ Hemlock Street	20'	20'	20'	20'
Ann Street	10'	10'	10'	10'
Laurel Street	10'	10'	10'	10'
Kalorama Street	10'	10'	10'	10'
Ash Street	10'	10'	10'	10'
Fir Street	20'	20'	20'	20'
Chestnut Street	25'	25'	15'	15'
California Street	15'	25'	25'	25'

Table D.1
Corner Curb Radii for Intersections in the Downtown Specific Plan Area (Cont.)

	Northeast Corner	Northwest Corner	Southeast Corner	Southwest Corner
Thompson Boulevard/ Oak Street	20'	20'	20'	25'
Palm Street	20'	20'	20'	20'
Figueroa Street	20'	20'	25'	25'
Walnut Street	-	-	20'	20'
Ventura Avenue	25'	20'	25'	10'
Garden Street	-	-	25'	25'
Front Street/ Ann Street	15'	15'	-	-
Laurel Street	15'	15'	15'	15'
Kalorama Street	15'	15'	15'	15'
Ash Street	15'	15'	-	-
Harbor Boulevard/ California Street	25'	25'	-	-
Figueroa Street	25'	25'	25'	25'

2. Parking Lane Treatment:

- Local Streets:* Parking must be restricted for a distance of 10' in advance of the oncoming right-hand corner, and must be restricted 10' beyond the right-hand corner after the turn.
- Collectors:* Parking must be restricted for a distance of 15' in advance of the oncoming right-hand corner, and must be re-

stricted 30' beyond the right-hand corner after the turn.

- Arterial:* Parking must be restricted for a distance of 15' in advance of the oncoming right-hand corner, and must be restricted 40' beyond the right-hand corner after the turn.

Curb Reconstruction Policy:

- Construction of new buildings on Downtown parcels: when new buildings are constructed on parcels that are vacant or that have been cleared of structures, the new corner curb radii must be constructed according to the standards set forth above. In addition, property lines must be rounded to correspond to the new corner radius, while providing a minimum sidewalk dimension of 10' on

all Downtown streets, except Main and California Streets, which must be provided with minimum 12' sidewalks.

2. Building renovation projects: renovations of existing structures may proceed without corner reconstruction. In the event that the renovation includes an addition that is contiguous with both corner property lines, the City may require the reconstruction of the curb (and the corresponding rounding of the corner property line) to the new standards.
3. Street reconstruction adjacent to existing buildings: street improvement projects should preserve minimum 10 ft. sidewalks on all Downtown streets, and minimum 12' sidewalks on California and Main Streets.

Appendix E

SUPPLEMENTAL TRAFFIC ANALYSIS

APPENDIX E: SUPPLEMENTAL TRAFFIC ANALYSIS

A supplemental traffic analysis based on the City's Jan'92 traffic model was prepared for two reasons. 1) To test and confirm the initial traffic analysis results as documented in the Circulation Element of the Specific Plan; parameters in the supplemental traffic model were modified to reflect increased traffic in the Downtown Core. 2) Additional traffic analysis as required for the Environmental Impact Report (EIR).

The following scenarios were considered:

- 5-7 Year Scenario with Project Traffic without the Seaward/101 improvements
- 15-20 Year Scenario without Project Traffic
- 15-20 Year Scenario with Project Traffic

Note that Oct'91 data means the original traffic model data used in the Specific Plan, while Jan'92 data means the latest traffic model data.

Roadway Volumes and V/C Ratios

The volumes obtained from the two model runs are not significantly different, except for Main Street. In fact, the Jan'92 run has lower volumes overall. Based on the latest Jan'92 roadway volumes provided by the

City, we analyzed the Volume to Capacity (V/C) ratios for the study segments. All the segments except Main Street have lower V/C ratios when compared with the Oct'91 model run values. Table E.1 shows the comparison of roadway volumes and V/C ratios for the 15-20 year w/project scenarios. The only location which would operate at a LOS D or worse would be Main Street, w/o California Street. All the other locations would operate at LOS C or better.

The comparison of roadway volumes and V/C ratios for the 15-20 year base scenarios are shown in Table E.2. It can be seen from this table that the peak hour volumes have increased only for Main Street in the Jan'92 model run. Table E.3 shows the comparison of 15-20 year base and w/project traffic conditions for the January 1992 model run. Most of the roadway segments show lower peak hour volumes for the 15-20 year w/project scenario.

The results of the comparison of the two model runs indicate that the volumes are slightly different; however, instead of the latest model run having higher volumes, the latest run actually has lower overall traffic volumes.

Evening Peak Hour Intersection Levels of Service

Revised Table 6.3 and Table 6.4 (as referred to in the original traffic report) identify the evening peak hour intersection levels of service for the study intersections in the Downtown area for the 5-7 year and the 15-20 year scenarios respectively. All the computations are based on the intersection vol-

umes from the Jan'92 traffic model output provided by the City.

5-7 Year Scenario

The only change in the traffic analysis for this scenario was that the Seaward/Rt 101 improvements were removed from the traffic model. Revised Table 6.3 provides a comparison of the original traffic analyses, plus the results of the latest analysis w/o the Seaward/Rt 101 improvements. Only two intersections would be impacted in the latest analysis, Ventura & Main and Seaward & Rt 101 NB Ramps. The remaining intersections are projected to operate at LOS C or better, indicating good operating conditions.

15-20 Year Scenario

For the 15-20 year scenario, the intersections at Seaward & Thompson, Thompson & Ventura and Thompson & Oak would operate at LOS D or worse indicating high levels of delay. Thus, the proposed land use changes for the 15-20 year scenario may have impacts at these intersections. The remaining intersections are projected to operate at LOS C or better, indicating acceptable operating conditions.

Table E.1
Comparison of 15-20 Year with Project Scenarios
Roadway Volumes and V/C Ratios

	October 1991 Model Run				January 1992 Model Run					
Street Segment	Lanes	PM Pk Hr Volume	PM Pk Hr Capacity	V/C	Lanes	PM Pk Hr Volume	Change		PM Pk Hr Capacity	V/C
							Volume	Percent		
California Street										
s/o Santa Clara	2	690	1200	0.58	2	430	- 260	- 60%	1200	0.36
s/o Thompson	4	1260	2400	0.53	4	620	- 640	- 103%	2400	0.26
s/o Rt. 101 off-ramp	4	1260	2400	0.53	4	620	- 640	- 103%	2400	0.26
Harbor Boulevard										
w/o Sanjon	2	1150	2400	0.48	2	590	- 560	- 95%	2400	0.25
n/o Seaward	4	2350	4800	0.49	4	1910	- 440	- 23%	4800	0.40
Main Street										
w/o California	2	880	1200	0.73	2	1200	320	27%	1200	1.00
w/o Fir	4	770	2400	0.32	4	1000	230	23%	2400	0.42
Poli Street										
w/o Fir	2	640	1200	0.53	2	690	50	7%	1200	0.58
w/o Catalina	2	960	1200	0.80	2	820	- 140	- 17%	1200	0.68
Seaward Boulevard										
n/o Main	4	640	4800	0.13	4	690	50	7%	4800	0.14
n/o Harbor	6	3220	7200	0.45	6	2740	- 480	- 18%	7200	0.38
Thompson Boulevard										
w/o Palm	4	1030	4800	0.21	4	1820	- 1030	- 57%	4800	0.38

Table E.1 (continued)

	October 1991 Model Run				January 1992 Model Run					
Street Segment	Lanes	PM Pk Hr Volume	PM Pk Hr Capacity	V/C	Lanes	PM Pk Hr Volume	Change		PM Pk Hr Capacity	V/C
							Volume	Percent		
w/o California	4	1780	4800	0.37	4	1840	60	3%	4800	0.38
w/o Chestnut	4	1450	4800	0.30	4	1800	350	19%	4800	0.38
Ventura Avenue										
n/o Main	4	2690	4800	0.56	4	2520	- 170	- 7%	4800	0.53
n/o Thompson	2	570	2400	0.24	2	1220	650	53%	2400	0.51

Table E.2
Comparison of 15-20 Year Base Scenarios
Roadway Volumes and V/C Ratios

	October 1991 Model Run				January 1992 Model Run					
Street Segment	Lanes	PM Pk Hr Volume	PM Pk Hr Capacity	V/C	Lanes	PM Pk Hr Volume	Change		PM Pk Hr Capacity	V/C
							Volume	Percent		
California Street										
s/o Santa Clara	2	1000	1200	0.83	2	760	- 240	- 32%	1200	0.63
s/o Thompson	4	2150	2400	0.90	4	1690	- 460	- 27%	2400	0.70
s/o Rt. 101 off-ramp	4	1040	2400	0.43	4	700	- 340	- 49%	2400	0.29
Harbor Boulevard										
w/o Sanjon	2	990	2400	0.41	2	580	- 410	- 71%	2400	0.24
n/o Seaward	4	2320	4800	0.48	4	1970	- 350	- 18%	4800	0.41
Main Street										
w/o California	2	750	1200	0.63	2	1340	590	44%	1200	1.12
w/o Fir	4	820	2400	0.34	4	1000	180	18%	2400	0.42
Poli Street										
w/o Fir	2	660	1200	0.55	2	720	60	8%	1200	0.60
w/o Catalina	2	980	1200	0.82	2	850	- 130	-15%	1200	0.71
Seaward Boulevard										
n/o Main	4	680	4800	0.14	4	650	- 30	- 5%	4800	0.14
n/o Harbor	6	3250	7200	0.45	6	2750	- 500	- 18%	7200	0.38
Thompson Boulevard										
w/o Palm	4	1440	4800	0.30	4	1580	140	9%	4800	0.33

Table E.2 (continued)

	October 1991 Model Run				January 1992 Model Run					
Street Segment	Lanes	PM Pk Hr Volume	PM Pk Hr Capacity	V/C	Lanes	PM Pk Hr Volume	Change		PM Pk Hr Capacity	V/C
							Volume	Percent		
w/o California	4	2520	4800	0.53	4	2060	- 460	- 22%	4800	0.43
w/o Chestnut	4	1660	4800	0.35	4	1780	120	7%	4800	0.37
Ventura Avenue										
n/o Main	4	2710	4800	0.56	4	2450	- 260	- 11%	4800	0.51
n/o Thompson	2	1090	2400	0.45	2	1140	50	4%	2400	0.48

Table E.3
Comparison of 15-20 Year Scenario
Roadway Volumes and V/C Ratios (January 1992 Run)

Street Segment	October 1991 Model Run				January 1992 Model Run					
	Lanes	PM Pk Hr Volume	PM Pk Hr Capacity	V/C	Lanes	PM Pk Hr Volume	Change		PM Pk Hr Capacity	V/C
							Volume	Percent		
California Street										
s/o Santa Clara	2	760	1200	0.63	2	430	- 330	- 77%	1200	0.36
s/o Thompson	4	1690	2400	0.70	4	620	- 1070	- 173%	2400	0.26
s/o Rt. 101 off-ramp	4	700	2400	0.29	4	620	- 80	- 13%	2400	0.26
Harbor Boulevard										
w/o Sanjon	2	580	2400	0.24	2	590	10	2%	2400	0.25
n/o Seaward	4	1970	4800	0.41	4	1910	- 60	- 3%	4800	0.40
Main Street										
w/o California	2	1340	1200	1.12	2	1200	- 140	- 12%	1200	1.00
w/o Fir	4	1000	2400	0.42	4	1000	0	0%	2400	0.42
Poli Street										
w/o Fir	2	720	1200	0.60	2	690	- 30	- 4%	1200	0.58
w/o Catalina	2	850	1200	0.71	2	820	- 30	- 4%	1200	0.68
Seaward Boulevard										
n/o Main	4	650	4800	0.14	4	690	40	6%	4800	0.14
n/o Harbor	6	2750	7200	0.38	6	2740	- 10	0%	7200	0.38
Thompson Boulevard										
w/o Palm	4	1580	4800	0.33	4	1820	240	13	4800	0.38

Table E.3 (continued)

	October 1991 Model Run				January 1992 Model Run					
Street Segment	Lanes	PM Pk Hr Volume	PM Pk Hr Capacity	V/C	Lanes	PM Pk Hr Volume	Change		PM Pk Hr Capacity	V/C
							Volume	Percent		
w/o California	4	2060	4800	0.43	4	1840	- 220	- 12%	4800	0.38
w/o Chestnut	4	1780	4800	0.37	4	1800	20	1%	4800	0.38
Ventura Avenue										
n/o Main	4	2450	4800	0.51	4	2520	70	3%	4800	0.53
n/o Thompson	2	1140	2400	0.48	2	1220	80	7%	2400	0.51

Revised Table 6.3
5-7 Year Scenario Evening Peak Hour
Intersection Levels of Service

Intersection	Existing Traffic Conditions	2000 Base Traffic Conditions	2000 W/Project Traffic Conditions	5-7 Yr Scenario W/Project W/O Seaward/ Rt 101 Improvements Traffic Conditions
Traffic Model Data Source	Oct'91	Oct'91	Oct'91	Jan'92
	V/C LOS	V/C LOS	V/C LOS	V/C LOS
1. Seaward & Thompson	0.72 C	0.98 E	0.98 E	0.81 D
2. California & Thompson	0.59 A	0.78 C	0.80 C	0.49 A
3. Seaward & Harbor Blvd.	0.82 D	0.95 E	0.95 E	0.52 A
4. California & Main	0.50 A	0.17 A	0.21 A	0.33 A
5. Ventura & Main	0.42 A	0.65 B	0.65 B	0.82 D
6. Ventura & Stanley	0.56 A	0.81 D	0.81 D	0.73 C
7. Monmouth & Harbor	0.72 C	1.28 F	1.28 F	0.36 A
8. Seaward & Rte 101 NB	1.00 E	0.87 D	0.87 D	0.98 E
9. Seaward & Main	0.66 B	0.69 B	0.70 B	0.63 B
10. Thompson & Ventura	0.36 A	0.74 C	0.76 C	0.68 B

Revised Table 6.4
15–20 Year Scenario Evening Peak Hour
Intersection Levels of Service

Intersection	Existing Traffic Conditions	2010 Base Traffic Conditions	2010 W/Project Traffic Conditions	15–20 Yr Scenario W/Project Traffic Conditions
Traffic Model Data Source	Oct'91	Oct'91	Oct'91	Jan'92
	V/C LOS	V/C LOS	V/C LOS	V/C LOS
1. Seaward & Thompson	0.98 E	0.82 D	0.82 D	0.85 D
2. California & Thompson	0.78 C	0.62 B	0.58 A	0.47 A
3. Seaward & Harbor Blvd.	0.95 E	1.19 F	1.19 F	1.03 F
4. California & Main	0.17 A	0.18 A	0.18 A	0.25 A
5. Ventura & Main	0.65 D	1.04 F	0.98 E	0.77 C
6. Ventura & Stanley	0.76 C	0.63 B	0.64 B	0.62 B
7. Monmouth & Harbor	1.28 F	0.78 C	0.77 C	0.77 C
8. Seaward & Rte 101 NB	0.87 D	0.84 D	0.83 D	0.72 C
9. Seaward & Main	0.69 B	0.60 A	0.59 A	0.58 A
10. Thompson & Ventura	0.74 C	0.73 C	0.50 C	1.00 F
11. Thompson & Oak			0.76 C	0.87 D

Appendix F

STANDARDS & GUIDELINES REFERENCE GUIDE

Appendix F: Standards & Guidelines Reference Guide

INTRODUCTION

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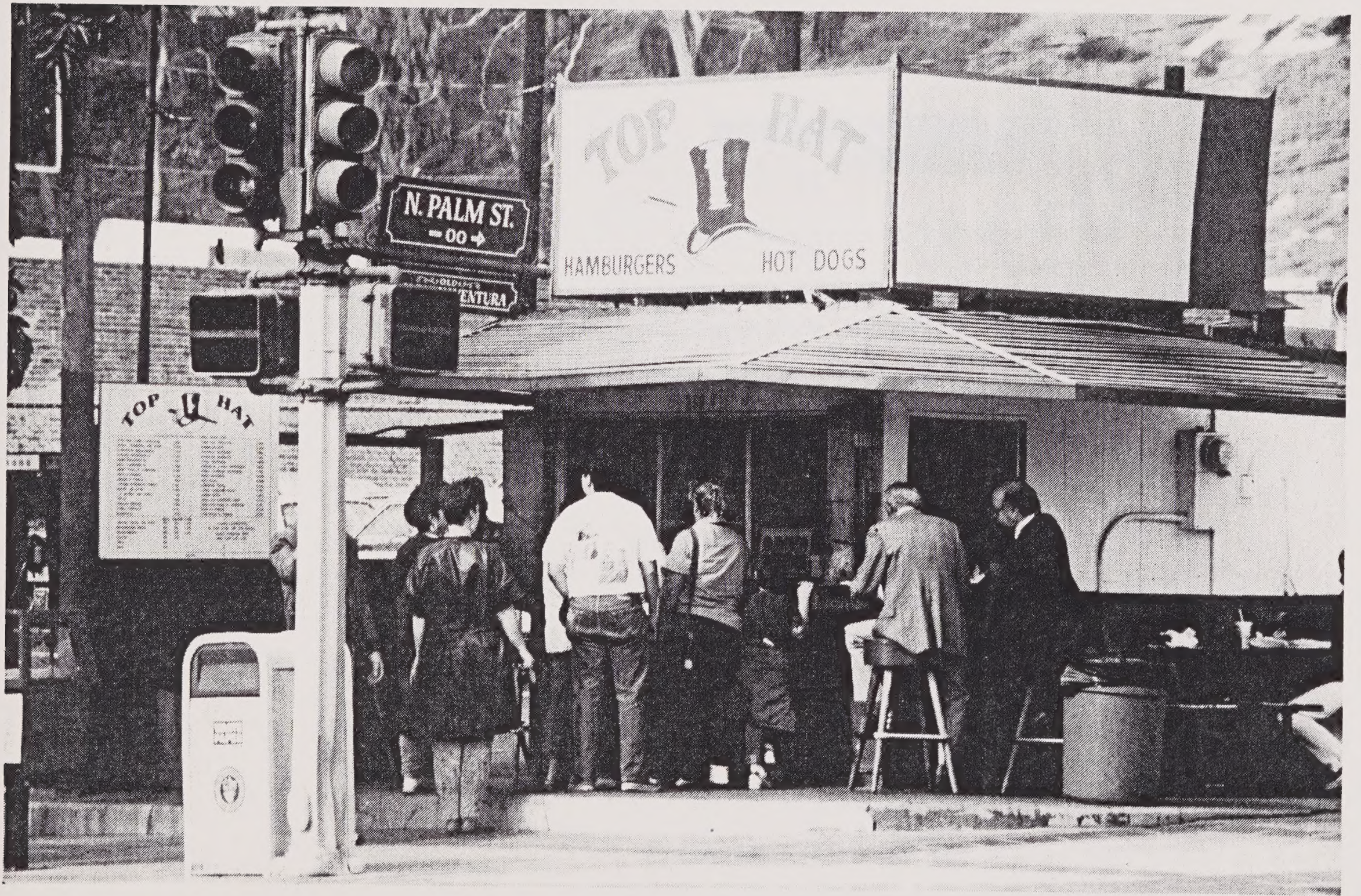
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